

General Merchandise Stores in Colombia

Market Direction | 2023-03-20 | 39 pages | Euromonitor

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Report description:

Variety stores enjoyed a boom in Colombia in the review period. The arrival of new brands and the consolidation of others underpinned the channel's success. The leading brands, such as Miniso, Dollarcity, Inkanta, Morph, Pylones and Magasin, were joined by emerging ones like Carrusel and Yoy. These brands have deepened the presence and accelerated the development of variety stores in the country. They have managed to gain a place in the imagination of Colombians to become stores that consumers v...

Euromonitor International's General Merchandise Stores in Colombia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Department Stores, Variety Stores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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More modern, higher-end variety stores find the going tougher

Dollarcity offers varied assortments at highly competitive prices

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