

Home Products Specialists in Colombia

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

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Report description:

Pet shops and superstores recorded the fastest growth in terms of the number of outlets in 2022. This supported further good, if slower, retail current value increment. The development and growth of the channel continued to be backed by fast retail current value growth in pet care sales. Growth was strong via physical stores, e-commerce and mobile apps. Pet care value sales grew faster via e-commerce and apps than in the physical channel and above the level of mass consumption. The average pet o...

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products Specialists 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Specialist and non-specialist retailers tap into the high growth potential in pet care

Strong expansion of smaller format Jumbo stores creates space for Easy units

Last-mile delivery platforms foster greater shift towards e-commerce, especially for big-ticket items

PROSPECTS AND OPPORTUNITIES

IKEA is set to open its first store in Colombia in April 2023

Retailers to focus more on a growing younger consumer base

Wider product portfolios to tap into growing interest in the home environment

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Back to School

Severance Savings

Valentine's Day

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Women's Day
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