

General Merchandise Stores in Colombia

Market Direction | 2024-03-04 | 37 pages | Euromonitor

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Report description:

In 2023, sales of general merchandise stores in Colombia recorded retail value and volume growth, with discount variety stores seeing the best performance in the year due to the tough economic environment and inflationary pressure. Dollarcity, a low-cost store chain in Colombia, is experiencing pleasing growth thanks to the expansion of its portfolio with Colombian brands and opening new outlets. Despite its limited grocery selection, Dollarcity is perceived as an affordable option by consumers,...

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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2024

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