

Home Products Specialists in Colombia

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

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Report description:

In 2023, sales of home products specialists in Colombia were impacted by declines experienced by leading home improvement and gardening brands, including Homecenter and Easy, as consumers with limited budgets due to the economic environment prioritised essential products such as groceries. With consumers still wanting to be fashionable and pamper themselves as much as they could, clothing and beauty categories also benefited to an extent to the detriment of home products specialists in 2023.

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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