

Retail E-Commerce in Colombia

Market Direction | 2024-03-04 | 40 pages | Euromonitor

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Report description:

In 2023, retail e-commerce in Colombia recorded further strong despite the government eliminating the VAT-free day. Growth was, however, slower in the year due to a retailer-driven shift to physical stores. This shift was supported by sale events, which particularly supported sales in fast-moving goods categories such as groceries, apparel, and beauty. The Colombian Chamber of Electronic Commerce, for instance, launched Hot Sale Days, which were extended to the offline channel by retailers.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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