

## **Retail in Colombia**

Market Direction | 2024-03-04 | 102 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The Colombian economy began to recover in the second half of 2021, and growth reached 7.5% by the end of 2022, fuelled by fiscal stimulus, increased oil prices and a boost in food and beverages exports, which registered a 24% increase. However, despite notable signs of economic recovery in 2023 with a revaluation rate of 17%, according to a Banco de la Republica de Colombia report in July 2023, consumers continued to face significant price increases across all industries, with an inflation rate...

Euromonitor International's Retail 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, Retail Offline.

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 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Retail in Colombia  
Euromonitor International  
March 2024

List Of Contents And Tables

RETAIL IN COLOMBIA

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Importance of the customer experience

Discounters for the win in difficult times

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Hot Sale

Back to School

Severance Savings

Valentine's Day

Women's Day

Holy Week

Mother's Day

Father's Day

Holiday

Primas Payment (extra-legal salary)

Love and Friendship Day

Halloween

Black Friday

Cyber Monday

Christmas and New Year

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 Sales in Retail Offline by Channel: Value 2018-2023

Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 Retail Offline Outlets by Channel: Units 2018-2023

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 12	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 13	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 14	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 15	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 16	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 17	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 18	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 19	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 20	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 21	□Retail GBO Company Shares: % Value 2019-2023
Table 22	□Retail GBN Brand Shares: % Value 2020-2023
Table 23	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 24	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 25	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 26	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 27	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 28	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 29	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 30	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 31	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 32	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 33	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 34	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 35	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 36	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 37	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE RETAILERS IN COLOMBIA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The changing face of convenience retailers

OXXO seeing rapid expansion

Convenience stores emerges as a strategic channel for delivery services

### PROSPECTS AND OPPORTUNITIES

Sales expected to slow as convenience stores struggle to compete with cheaper alternatives

Increased competition from discounters

Adapting to offer new services is key to attracting consumer interest

### CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 □Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 □Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## DISCOUNTERS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Local consumers prioritise value and affordability

D1 retains its strong lead of discounters in 2023

New player to boost the channel

### PROSPECTS AND OPPORTUNITIES

Fears of economic uncertainty both a threat and an opportunity for discounters

Rising importance of sustainability

All about the shopping experience

### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## HYPERMARKETS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Major players focus on creating the best customer experience

Hypermarkets continue to bet on a seamless omnichannel involvement

Hypermarkets try to make the selling spaces of large stores more efficient

### PROSPECTS AND OPPORTUNITIES

Hypermarkets set to experience stronger competition

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Retailers focus on an omnichannel strategy  
Putting the customer experience front and centre

#### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SUPERMARKETS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Another uninterrupted year for supermarkets as consumers return to in-store shopping

Delivering value for customers in an environment of rising inflation

The regional supermarket benefits from geographical proximity, emotional closeness and good prices

##### PROSPECTS AND OPPORTUNITIES

Supermarkets expected to struggle as discounters expand

Justo is looking to expand into Colombia and become the main digital supermarket in Latin America by 2030

Sustainability increasingly important

#### CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### SMALL LOCAL GROCERS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising costs challenge independent small local grocers

Mixed results for food/drinks specialists

Digitalisation of the traditional channel

##### PROSPECTS AND OPPORTUNITIES

Small grocers remain important

Organic products offer possibility for growth

E-commerce may provide growth opportunities

#### CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### APPAREL AND FOOTWEAR SPECIALISTS IN COLOMBIA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Apparel and footwear specialists underscore the economy's resilience

Companies adapting to changing consumer needs

The physical store increases focus on brand experience

### PROSPECTS AND OPPORTUNITIES

Sustainable fashion is set to become the key trend in apparel

Inflation challenges could be problematic, but opportunities will remain

All about discounts

### CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## APPLIANCES AND ELECTRONICS SPECIALISTS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic uncertainty and the removal of non-VAT day sales in 2023

Online banking partnerships seen as routes to growth

Omnichannel approach increases retailers' reach

### PROSPECTS AND OPPORTUNITIES

Modest growth due to higher prices, costs, and competition

Customer experience is increasingly important

Rising energy bills force consumers to consider energy-efficient products

### CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## HEALTH AND BEAUTY SPECIALISTS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty specialists continue to perform strongly in 2023

Farmatodo outperforms during the cost-of-living crisis

Strategic brand partnerships important in the crowded beauty landscape

### PROSPECTS AND OPPORTUNITIES

Health and wellbeing trend offers significant opportunities for health and beauty specialists

Increasingly competitive market

Optical goods stores more resilient

### CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023  
Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023  
Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023  
Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023  
Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023  
Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 116 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028  
Table 117 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

#### HOME PRODUCTS SPECIALISTS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sales of home products specialists impacted by consumers prioritising essential items  
IKEA enters the market with a strong sustainable position  
Good year for pet shops and superstores as consumers change their purchasing behaviour

##### PROSPECTS AND OPPORTUNITIES

Omnichannel retailing will be important to retain consumers  
New IKEA outlets will attract more price-sensitive customers  
Demand to ease on big ticket items as economic slump continues

##### CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023  
Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023  
Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023  
Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023  
Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023  
Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023  
Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 127 □Forecast Sales in Home Products Specialists by Channel: Value 2023-2028  
Table 128 □Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

#### GENERAL MERCHANDISE STORES IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Dollarcity benefits from its commitment to affordability  
Falabella?is making a commendable effort to promote sustainability  
Taking advantage of the physical and digital world

##### PROSPECTS AND OPPORTUNITIES

Rising cost of living could support growth of variety stores  
Focus on the customer experience  
Retailers set to expand their e-commerce offerings

##### CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023  
Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023  
Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023  
Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023  
Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023  
Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 138 □Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028  
Table 139 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

#### DIRECT SELLING IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Improved outlook for direct sales business driven by wider consumer base

Digital innovation supports Novaventa's growth

Ruby Rose making strides in the physical channel

##### PROSPECTS AND OPPORTUNITIES

Economic climate to support the expansion of the salesforce

Sustainability to boost public perception

Livestreaming to engage with potential customers and increase sales

##### CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023  
Table 141 Direct Selling by Product: % Value Growth 2018-2023  
Table 142 Direct Selling GBO Company Shares: % Value 2019-2023  
Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023  
Table 144 Direct Selling Forecasts by Product: Value 2023-2028  
Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

#### VENDING IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Slowed growth in 2023

The diversification of payment forms as part of a ?frictionless shopping experience?

Vending machines attract the attention of advertisers

##### PROSPECTS AND OPPORTUNITIES

Growth potential thanks to low operating costs

Players are increasingly looking at ways to improve their offer

Expansion of healthier options

##### CHANNEL DATA

Table 146 Vending by Product: Value 2018-2023  
Table 147 Vending by Product: % Value Growth 2018-2023  
Table 148 Vending GBO Company Shares: % Value 2019-2023  
Table 149 Vending GBN Brand Shares: % Value 2020-2023  
Table 150 Vending Forecasts by Product: Value 2023-2028  
Table 151 Vending Forecasts by Product: % Value Growth 2023-2028

#### RETAIL E-COMMERCE IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

E-commerce maintains strong growth in 2023

Falabella.com launches its "marketplace" in Colombia

Industry explores new ways to connect with consumers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## PROSPECTS AND OPPORTUNITIES

Consumers are more comfortable and confident shopping online

Live shopping and endless aisles as key drivers of interaction

Online marketplace model likely to be increasingly adopted in the future

## CHANNEL DATA

Table 152 Retail E-Commerce by Channel: Value 2017-2022

Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 Retail E-Commerce by Product: Value 2017-2022

Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Retail in Colombia

Market Direction | 2024-03-04 | 102 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com