

Refrigeration Appliances in Colombia

Market Direction | 2024-12-12 | 40 pages | Euromonitor

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Report description:

Sales of refrigeration appliances saw a return to growth in retail volume terms in 2024, thanks to a significant increase in demand, especially in hypermarkets and through e-commerce. Several companies launched aggressive promotions through these channels to improve their position in the market. Economically speaking, this increase in demand was also linked to a general improvement in consumer purchasing power, which had decreased in 2023. Lower inflation and the revaluation of the peso also hel...

Euromonitor International's Refrigeration Appliances in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances 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 reliable information resources to help drive informed strategic planning.

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Table of Contents:

Refrigeration Appliances in Colombia
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List Of Contents And Tables

REFRIGERATION APPLIANCES IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Refrigeration appliances bounces back in 2024 as temperatures rise and inflation falls
Samsung presents its new Bespoke 4-Door Flex fridge freezers
Leading players remain unchanged thanks to successful distribution strategies

PROSPECTS AND OPPORTUNITIES

Innovation, sustainability, and promotions likely to remain the key sales drivers
Social media set to have a growing influence on demand
More players likely to adopt an omnichannel approach to sales

CATEGORY DATA

- Table 1 Sales of Refrigeration Appliances by Category: Volume 2019-2024
- Table 2 Sales of Refrigeration Appliances by Category: Value 2019-2024
- Table 3 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
- Table 4 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
- Table 5 Sales of Freezers by Format: % Volume 2019-2024
- Table 6 Sales of Freezers by Volume Capacity: % Volume 2019-2024
- Table 7 Sales of Fridge Freezers by Format: % Volume 2019-2024
- Table 8 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
- Table 9 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
- Table 10 □Sales of Fridges by Volume Capacity: % Volume 2019-2024
- Table 11 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
- Table 12 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
- Table 13 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
- Table 14 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
- Table 15 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024
- Table 16 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
- Table 17 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
- Table 18 □Production of Refrigeration Appliances: Total Volume 2019-2024
- Table 19 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
- Table 20 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
- Table 21 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
- Table 22 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN COLOMBIA

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
COMPETITIVE LANDSCAPE
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 23 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 24 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 25 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 26 Sales of Consumer Appliances by Category: Value 2019-2024

Table 27 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 28 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 32 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 33 □Sales of Small Appliances by Category: Volume 2019-2024

Table 34 □Sales of Small Appliances by Category: Value 2019-2024

Table 35 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 36 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 37 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 38 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 39 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 40 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 41 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 42 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 43 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 44 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 45 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 46 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 47 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 48 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 49 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 50 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 51 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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