

Colombia: Consumer Profile

Market Direction | 2025-01-20 | 45 pages | Euromonitor

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Report description:

Population growth in 2023 is set to reverse between 2024 and 2040 due to negative net migration. Generation Z, who represents the largest generation cohort, continues to seek digital first solutions. Colombians are embracing innovation and valuing online interactions. Urbanisation continues to rise, creating challenges for infrastructure upgrades, while the property market is facing a slowdown due to economic factors and soaring inflation that is affecting living cost.

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Euromonitor's Colombia: Consumer Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- * Get a detailed picture of the Consumer Lifestyles 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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Scope

Key findings

Key drivers affecting consumers in Colombia in 2023

How developments today shape consumer of tomorrow

Opportunities for growth

Boomers and Gen X focus on price, Millennials and Gen Z on quality

Colombians more worried about climate change than the global average

Inability to save for emergencies common

Boomers prioritise home office and flexible hours, while Gen Z more focused on salary

Key takeaways

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