

Colombia Ecommerce Market Opportunities Databook - 100+ KPIs on Ecommerce Verticals (Shopping, Travel, Food Service, Media & Entertainment, Technology), Market Share by Key Players, Sales Channel Analysis, Payment Instrument, Consumer Demographics - Q1 2024 Update

Market Report | 2024-02-13 | 110 pages | PayNxt360

AVAILABLE LICENSES:

- Single User Price \$1900.00
- Multi User Price \$2100.00
- Enterprise User Price \$2300.00

Report description:

This report provides a detailed data-driven look at the Colombia Ecommerce industry, covering various segments and highlighting areas of interest across the verticals in the industry. In addition, it provides a comprehensive understanding of market dynamics and future forecast.

Colombia Ecommerce Market Size and Future Growth Dynamics

- Gross Merchandise Value Trend Analysis
- Average Value Per Transaction Trend Analysis
- Gross Merchandise Volume Trend Analysis

Colombia User Statistics and Ratios of Key Performance Indicators

- User Statistics
- Card Abandonment Rate and Product Return Rate
- Ecommerce Per Capita and GDP Per Capita
- GDP Per Capita Trend Analysis

Colombia Ecommerce Market Share by Key Players

- Colombia Retail Shopping Ecommerce Market Share by Key Players (Amazon, Coles, Kmart, Myer, Woolworths)
- Colombia Travel Ecommerce Market Share by Key Players (Expedia, Lux Group, Shebah, Uber Taxi, Webjet)

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- Colombia Food Service Ecommerce Market Share by Key Players (Deliveroo, Doordash, Menulog, OpenTable, Uber Eats)

Colombia Ecommerce Market Size and Forecast by Ecommerce Segments (Gross Merchandise Value Trend Analysis)

- Retail Shopping (breakdown by clothing, footwear & accessories, health, beauty and personal care, food & beverage, appliances and electronics, home improvement, books, music & video, toys & hobby, auto)
- Travel and Hospitality (breakdown by air travel, train & bus, taxi service, hotels & resorts)
- Online Food Service (breakdown by aggregators, direct to consumer)
- Media and Entertainment (breakdown by streaming services, movies & events, theme parks & gaming)
- Healthcare and Wellness
- Technology Products and Services
- Other segments

Colombia Ecommerce Market Size and Forecast by Retail Shopping Sales Channel

- Platform to Consumer
- Direct to Consumer
- Consumer to Consumer

Colombia Ecommerce Market Share by Travel and Hospitality Sales Channel

- Market Share by Travel and Hospitality Sales Channel
- Aggregator App - Gross Merchandise Value Trend Analysis
- Direct to Consumer - Gross Merchandise Value Trend Analysis

Colombia Ecommerce Market Size and Forecast by Online Food Service Sales Channel

- Aggregator App
- Direct to Consumer

Colombia Ecommerce Market Size and Forecast by Engagement Model (Gross Merchandise Value Trend Analysis, 2019-2028)

- Website Based
- Live Streaming

Colombia Ecommerce Market Size and Forecast by Location (Gross Merchandise Value Trend Analysis)

- Cross Border
- Domestic

Colombia Ecommerce Market Size and Forecast by Device (Gross Merchandise Value Trend Analysis)

- Mobile
- Desktop

Colombia Ecommerce Market Size and Forecast by Operating System

- iOS/macOS
- Android
- Other Operating Systems

Colombia Ecommerce Market Size and Forecast by City

- Tier 1
- Tier 2
- Tier 3

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Colombia Ecommerce Market Size and Forecast by Payment Instrument (Gross Merchandise Value Trend Analysis, 2019-2028)

- Credit Card
- Debit Card
- Bank Transfer
- Prepaid Card
- Digital & Mobile Wallet
- Cash
- Other Digital Payment

Colombia Ecommerce Consumer Demographics

- Market Share by Age Group
- Market Share by Income Level
- Market Share by Gender

Table of Contents:

1. About this Report

- 1.1 Summary
- 1.2 Methodology
- 1.3 Ecommerce Definitions
- 1.4 Disclaimer

2. Colombia Ecommerce Market Size and Future Growth Dynamics

- 2.1 Colombia Ecommerce - Gross Merchandise Value Trend Analysis, 2019-2028
- 2.2 Colombia Ecommerce - Average Value Per Transaction Trend Analysis, 2019-2028
- 2.3 Colombia Ecommerce - Transaction Volume Trend Analysis, 2019-2028

3. Colombia Social Commerce Market Size and Forecast

- 3.1 Colombia Social Commerce - Gross Merchandise Value Trend Analysis, 2019-2028
- 3.2 Colombia Social Commerce - Average Value Per Transaction Trend Analysis, 2019-2028
- 3.3 Colombia Social Commerce - Transaction Trend Analysis, 2019-2028

4. Colombia User Statistics and Ratios Of Key Performance Indicators

- 4.1 Colombia User Statistics, 2023
- 4.2 Colombia User Statistics of Card Abandonment Rate and Product Return Rate
- 4.3 Colombia Ecommerce Per Capita and GDP Per Capita, 2023
- 4.4 Colombia GDP Per Capita Trend Analysis, 2019-2028

5. Colombia Ecommerce Market Share by Key Players, 2023

- 5.1 Colombia Retail Shopping Ecommerce Market Share by Key Players, 2023
- 5.2 Colombia Travel Ecommerce Market Share by Key Players, 2023
- 5.3 Colombia Food Service Ecommerce Market Share by Key Players, 2023

6. Colombia Ecommerce Market Size and Forecast by Ecommerce Segments

- 6.1 Colombia Ecommerce Market Share by Ecommerce Segments, 2023
- 6.2 Colombia Ecommerce Retail Shopping - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.3 Colombia Travel and Hospitality - Gross Merchandise Value Trend Analysis, 2019-2028

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- 6.4 Colombia Online Food Service - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.5 Colombia Media and Entertainment - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.6 Colombia Healthcare and Wellness - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.7 Colombia Technology Products and Services - Gross Merchandise Value Trend Analysis, 2019-2028
- 6.8 Colombia Other segment Gross Merchandise Value Trend Analysis, 2019-2028

- 7. Colombia Ecommerce Market Size and Forecast by Retail Shopping Categories
 - 7.1 Colombia Ecommerce Market Share by Retail Shopping Categories, 2023
 - 7.2 Colombia Clothing, Footwear & Accessories - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.3 Colombia Health, Beauty and Personal Care - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.4 Colombia Food & Beverage - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.5 Colombia Appliances and Electronics - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.6 Colombia Home Improvement - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.7 Colombia Books, Music & Video - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.8 Colombia Toys & Hobby - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.9 Colombia Auto - Gross Merchandise Value Trend Analysis, 2019-2028
 - 7.10 Colombia Ecommerce Other - Gross Merchandise Value Trend Analysis, 2019-2028

- 8. Colombia Ecommerce Market Size and Forecast by Retail Shopping Sales Channel
 - 8.1 Colombia Ecommerce Market Share by Retail Shopping Sales Channel, 2023
 - 8.2 Colombia Ecommerce Platform to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
 - 8.3 Colombia Ecommerce Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
 - 8.4 Colombia Ecommerce Consumer to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028

- 9. Colombia Ecommerce Market Size and Forecast by Travel and Hospitality Categories
 - 9.1 Colombia Ecommerce Market Share by Travel and Hospitality Categories (%), 2023
 - 9.2 Colombia Air Travel - Gross Merchandise Value Trend Analysis, 2019-2028
 - 9.3 Colombia Train & Bus - Gross Merchandise Value Trend Analysis, 2019-2028
 - 9.4 Colombia Taxi Service - Gross Merchandise Value Trend Analysis, 2019-2028
 - 9.5 Colombia Hotels & Resorts - Gross Merchandise Value Trend Analysis, 2019-2028
 - 9.6 Colombia Travel and Hospitality Other - Gross Merchandise Value Trend Analysis, 2019-2028

- 10. Colombia Ecommerce Market Share by Travel and Hospitality Sales Channel
 - 10.1 Colombia Ecommerce Market Share by Travel and Hospitality Sales Channel
 - 10.1.1 Colombia Ecommerce Market Share by Travel and Hospitality Sales Channel, 2023
 - 10.1.2 Colombia Ecommerce Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.1.3 Colombia Ecommerce Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.2 Colombia Air Travel Market Share by Sales Channel
 - 10.2.1 Colombia Air Travel Market Share by Sales Channel, 2023
 - 10.2.2 Colombia Air Travel- Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.2.3 Colombia Air Travel- Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.3 Colombia Hotels & Resorts Market Share by Sales Channel
 - 10.3.1 Colombia Hotels & Resorts Market Share by Sales Channel, 2023
 - 10.3.2 Colombia Hotels & Resorts - Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.3.3 Colombia Hotels & Resorts - Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.4 Colombia Taxi Service Market Share by Sales Channel
 - 10.4.1 Colombia Taxi Service Market Share by Sales Channel, 2023

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- 10.4.2 Colombia Taxi Service - Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
- 10.4.3 Colombia Taxi Service - Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
- 10.5 Colombia Other Segment Market Share by Sales Channel
 - 10.5.1 Colombia Other Segment Market Share by Sales Channel, 2023
 - 10.5.2 Colombia Other- Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
 - 10.5.3 Colombia Other- Direct to Consumer - Gross Merchandise Value Trend Analysis, 2019-2028
- 11. Colombia Ecommerce Market Size and Forecast by Online Food Service Sales Channel
 - 11.1 Colombia Market Share by Online Food Service Sales Channels, 2023
 - 11.2 Colombia Aggregator App - Gross Merchandise Value Trend Analysis, 2019-2028
 - 11.3 Colombia Ecommerce Direct to Consumer- Gross Merchandise Value Trend Analysis, 2019-2028
- 12. Colombia Ecommerce Market Size and Forecast by Media and Entertainment Sales Channel
 - 12.1 Colombia Market Share by Media and Entertainment Sales Channel, 2023
 - 12.2 Colombia Streaming Services - Gross Merchandise Value Trend Analysis, 2019-2028
 - 12.3 Colombia Movies & Events - Gross Merchandise Value Trend Analysis, 2019-2028
 - 12.4 Colombia Theme Parks & Gaming - Gross Merchandise Value Trend Analysis, 2019-2028
 - 12.5 Colombia Ecommerce Other - Gross Merchandise Value Trend Analyses, 2019-2028
- 13. Colombia Ecommerce Market Size and Forecast by Engagement Model
 - 13.1 Colombia Ecommerce Market Share by Engagement Model, 2023
 - 13.2 Colombia Ecommerce Website Based - Gross Merchandise Value Trend Analysis, 2019-2028
 - 13.3 Colombia Ecommerce Live Streaming - Gross Merchandise Value Trend Analysis, 2019-2028
- 14. Colombia Ecommerce Market Size and Forecast by Location
 - 14.1 Colombia Ecommerce Market Share by Location, 2023
 - 14.2 Colombia Ecommerce Cross Border - Gross Merchandise Value Trend Analysis, 2019-2028
 - 14.3 Colombia Ecommerce Domestic - Gross Merchandise Value Trend Analysis, 2019-2028
- 15. Colombia Ecommerce Market Size and Forecast by Device
 - 15.1 Colombia Ecommerce Market Share by Device, 2023
 - 15.2 Colombia Ecommerce Mobile - Gross Merchandise Value Trend Analysis, 2019-2028
 - 15.3 Colombia Ecommerce Desktop - Gross Merchandise Value Trend Analysis, 2019-2028
- 16. Colombia Ecommerce Market Size and Forecast by Operating System
 - 16.1 Colombia Ecommerce Market Share by Operating System, 2023
 - 16.2 Colombia Ecommerce iOS/macOS - Gross Merchandise Value Trend Analysis, 2019-2028
 - 16.3 Colombia Ecommerce Android - Gross Merchandise Value Trend Analysis, 2019-2028
 - 16.4 Colombia Ecommerce by Other Operating Systems - Gross Merchandise Value Trend Analysis, 2019-2028
- 17. Colombia Ecommerce Market Size and Forecast by City
 - 17.1 Colombia Ecommerce Market Share by City, 2023
 - 17.2 Colombia Ecommerce Tier 1 - Gross Merchandise Value Trend Analysis, 2019-2028
 - 17.3 Colombia Ecommerce Tier 2 - Gross Merchandise Value Trend Analysis, 2019-2028
 - 17.4 Colombia Ecommerce Tier 3 - Gross Merchandise Value Trend Analysis, 2019-2028
- 18. Colombia Ecommerce Market Size and Forecast by Payment Instrument

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- 18.1 Colombia Ecommerce Market Share by Payment Instrument, 2023
- 18.2 Colombia Ecommerce Credit Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.3 Colombia Ecommerce Debit Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.4 Colombia Ecommerce Bank Transfer - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.5 Colombia Ecommerce Prepaid Card - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.6 Colombia Ecommerce Digital & Mobile Wallet - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.7 Colombia Ecommerce Other Digital Payment - Gross Merchandise Value Trend Analysis, 2019-2028
- 18.8 Colombia Ecommerce Cash - Gross Merchandise Value Trend Analysis, 2019-2028

19. Colombia Ecommerce by Consumer Demographics

- 19.1 Colombia Ecommerce Market Share by Age Group, 2023
- 19.2 Colombia Ecommerce Market Share by Income Level, 2023
- 19.3 Colombia Ecommerce Market Share by Gender, 2023

20. Further Reading

- 2.1 About PayNXT360
- 20.2 Related Research

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