

Refrigeration Appliances in Colombia

December 2024

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Refrigeration Appliances in Colombia - Category analysis

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

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