

Direct Selling in Colombia

March 2025

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Direct Selling in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling prevails as it embraces technology Health and beauty continues to dominate sales in direct selling Novaventa forms powerful alliance to enhance gender empowerment

PROSPECTS AND OPPORTUNITIES

Embracing multichannel strategies for sustained growth Competition for new direct sellers to intensify Social platforms and livestreaming likely to have positive effect on direct selling

CHANNEL DATA

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Retail in Colombia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture Discounters continue expansion to post strong performance Blending online and offline shopping experiences What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2024 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

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