

Retail in Colombia

March 2025

Table of Contents

Retail in Colombia

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

- Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 3 Sales in Retail Offline by Channel: Value 2019-2024
- Table 4 Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 5 Retail Offline Outlets by Channel: Units 2019-2024
- Table 6 Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 7 Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 11 Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 13 Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 Sales in Non-Grocery Retailers by Channel: Value 2019-2024
- Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 Non-Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
- Table 21 Retail GBO Company Shares: % Value 2020-2024
- Table 22 Retail GBN Brand Shares: % Value 2021-2024
- Table 23 Retail Offline GBO Company Shares: % Value 2020-2024

- Table 24 Retail Offline GBN Brand Shares: % Value 2021-2024
- Table 25 Retail Offline LBN Brand Shares: Outlets 2021-2024
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 28 Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
- Table 36 Forecast Sales in Retail Offline by Channel: Value 2024-2029
- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2024-2029
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029
- Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029
- Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Store expansion boosts convenience retailers

Almacenes Éxito SA loses share as express formats come under pressure

Online grocery retailer Merqueo seeks to capitalise on dynamism in convenience retailers

PROSPECTS AND OPPORTUNITIES

Convenience retailers to maintain solid growth trajectory

Foodservice and packaged beverages to support growth of convenience retailers

Digital transformation is key to expanding customer base

CHANNEL DATA

- Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 56 Sales in Convenience Retailers by Channel: Value 2019-2024

- Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2019-2024
- Table 58 Convenience Retailers GBO Company Shares: % Value 2020-2024
- Table 59 Convenience Retailers GBN Brand Shares: % Value 2021-2024
- Table 60 Convenience Retailers LBN Brand Shares: Outlets 2021-2024
- Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2024-2029
- Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Supermarkets in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low growth amid fierce competition from discounters Supermercados Colsubsidio departs the supermarket category Mega Tiendas gain ground in 2024

PROSPECTS AND OPPORTUNITIES

Strong competition expected for supermarkets in the short term

Retail e-commerce growth is expected over the forecast period

Technological solutions to become competitive driver for supermarkets

CHANNEL DATA

- Table 65 Supermarkets: Value Sales, Outlets and Selling Space 2019-2024
- Table 66 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 67 Supermarkets GBO Company Shares: % Value 2020-2024
- Table 68 Supermarkets GBN Brand Shares: % Value 2021-2024
- Table 69 Supermarkets LBN Brand Shares: Outlets 2021-2024
- Table 70 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 71 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Hypermarkets in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets transform amid challenging year

AlKosto's aggressive pricing policy helps it take on discounters

Almacenes Éxito SA focuses on Éxito and Carulla brands

PROSPECTS AND OPPORTUNITIES

Focus on additional omnichannel services

Growing importance of innovation and customer experience

Retailers to invest in the one-stop shopping concept

CHANNEL DATA

- Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024
- Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 74 Hypermarkets GBO Company Shares: % Value 2020-2024
- Table 75 Hypermarkets GBN Brand Shares: % Value 2021-2024
- Table 76 Hypermarkets LBN Brand Shares: Outlets 2021-2024
- Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Discounters in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong performance for discounters as cost of living continues to rise

D1 is the leading retailer in Colombia

New players emerge within hard discounters

PROSPECTS AND OPPORTUNITIES

Discounters are expected to record strong performance

Private label offers to focus on premium attributes

E-commerce strategies expected to gain traction in discounters

CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2019-2024

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 81 - Discounters GBO Company Shares: % Value 2020-2024

Table 82 - Discounters GBN Brand Shares: % Value 2021-2024

Table 83 - Discounters LBN Brand Shares: Outlets 2021-2024

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Small Local Grocers in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenges posed by changing shopping behaviour

Tax on ultra-processed foods creates tough trading environment

Small local grocers are central part of retail landscape

PROSPECTS AND OPPORTUNITIES

Small local grocers set to struggle over the forecast period

Small grocers will continue to play a key role in Colombia

E-commerce may provide growth opportunities

CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 88 - Small Local Grocers GBO Company Shares: % Value 2020-2024

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2021-2024

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2021-2024

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

General Merchandise Stores in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores struggle while major variety store chains expand

Store expansions boost sales of variety stores

Companies continue to invest in an omnichannel strategy

PROSPECTS AND OPPORTUNITIES

Expansion opportunities remain for variety stores

Department stores have some scope for further development online

E-commerce solutions may become increasingly relevant for variety stores

CHANNEL DATA

- Table 93 General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024
- Table 94 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 95 Sales in General Merchandise Stores by Channel: Value 2019-2024
- Table 96 Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024
- Table 97 General Merchandise Stores GBO Company Shares: % Value 2020-2024
- Table 98 General Merchandise Stores GBN Brand Shares: % Value 2021-2024
- Table 99 General Merchandise Stores LBN Brand Shares: Outlets 2021-2024
- Table 100 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 101 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 102 Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029
- Table 103 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Apparel and Footwear Specialists in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Channel experiences modest sales amid cost-of-living crisis

Specialists feel pressure from emerging hypermarket private label lines

Shein makes a bold entrance into the Colombian market with e-commerce

PROSPECTS AND OPPORTUNITIES

Future performance is contingent on prevailing economic circumstances

Hard discounter launches limited edition clothing line

Apparel and footwear specialists expected to invest in digitalisation and Al

CHANNEL DATA

- Table 104 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 105 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 106 Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
- Table 107 Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
- Table 108 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
- Table 109 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 110 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Appliances and Electronics Specialists in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth of private label provides competition for specialists

Major players adapt to changing consumer habits to survive in competitive landscape

Consumers choose energy-efficient products to accrue long-term savings

PROSPECTS AND OPPORTUNITIES

E-commerce growth to pick up over the forecast period

Evolution of physical stores into experience centers

Sustainability to play significant role in planning activities

CHANNEL DATA

- Table 111 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 112 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 113 Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024
- Table 114 Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024
- Table 115 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024
- Table 116 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 117 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Home Products Specialists in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers postpone home renovations and remodeling work lkea strengthens its position with new stores

Pet shops and superstores enjoy positive year

PROSPECTS AND OPPORTUNITIES

Recovery will take some time in home products specialists

Balancing online and offline retail within pet shops and superstores

Sustainability will be a focal point for channel players

CHANNEL DATA

- Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 120 Sales in Home Products Specialists by Channel: Value 2019-2024
- Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
- Table 122 Home Products Specialists GBO Company Shares: % Value 2020-2024
- Table 123 Home Products Specialists GBN Brand Shares: % Value 2021-2024
- Table 124 Home Products Specialists LBN Brand Shares: Outlets 2021-2024
- Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2024-2029
- Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

Health and Beauty Specialists in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists maintain growth during a challenging year

Pharmacies expand their products and services to attract consumers

New player adds dynamism in pharmacy sector

PROSPECTS AND OPPORTUNITIES

Economic recovery will help boost beauty and optical sales

E-commerce and other services will grow alongside physical stores

Social media is likely to have major influence on health and beauty retailers

CHANNEL DATA

Table 129 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 130 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 131 - Sales in Health and Beauty Specialists by Channel: Value 2019-2024

- Table 132 Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 133 Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 134 Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 135 Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 136 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 137 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 138 Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 139 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

Vending in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Greater mobility boosts performance of vending channel

Novaventa ranks as the leading player

Vending machines for pet treats shows potential for channel expansion

PROSPECTS AND OPPORTUNITIES

Positive outlook for vending over the forecast period

Healthier products offer vending sales opportunities

Technological innovations drive smart vending

CHANNEL DATA

Table 140 - Vending by Product: Value 2019-2024

Table 141 - Vending by Product: % Value Growth 2019-2024

Table 142 - Vending GBO Company Shares: % Value 2020-2024

Table 143 - Vending GBN Brand Shares: % Value 2021-2024

Table 144 - Vending Forecasts by Product: Value 2024-2029

Table 145 - Vending Forecasts by Product: % Value Growth 2024-2029

Direct Selling in Colombia

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

Table 146 - Direct Selling by Product: Value 2019-2024

Table 147 - Direct Selling by Product: % Value Growth 2019-2024

Table 148 - Direct Selling GBO Company Shares: % Value 2020-2024

Table 149 - Direct Selling GBN Brand Shares: % Value 2021-2024

Table 150 - Direct Selling Forecasts by Product: Value 2024-2029

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail E-Commerce in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce maintains strong growth over 2024

MercadoLibre Marketplace achieves growth as marketplace model gains traction

Leading grocery retailer expands its digital offering

PROSPECTS AND OPPORTUNITIES

Robust growth projections for retail e-commerce
Live shopping events are expected to fuel online sales
Low-cost players Temu and Shein are expected to intensify competition

CHANNEL DATA

Table 152 - Retail E-Commerce by Channel: Value 2019-2024

Table 153 - Retail E-Commerce by Channel: % Value Growth 2019-2024

Table 154 - Retail E-Commerce by Product: Value 2019-2024

Table 155 - Retail E-Commerce by Product: % Value Growth 2019-2024

Table 156 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 157 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 158 - Forecast Retail E-Commerce by Channel: Value 2024-2029

Table 159 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029

Table 160 - Forecast Retail E-Commerce by Product: Value 2024-2029

Table 161 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-colombia/report.