

# Large Cooking Appliances in Colombia

December 2024

**Table of Contents** 

#### Large Cooking Appliances in Colombia - Category analysis

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Downturn in construction has a negative impact on sales of large cooking appliances

Al bringing new opportunities to the kitchen

Demand for ovens declines as consumers favour small appliances

Industrias HACEB SA remains the clear leader in large cooking appliances category.

#### PROSPECTS AND OPPORTUNITIES

E-commerce set to play an important role in the future of large cooking appliances

Pricing strategies and promotions will remain important in attracting price-sensitive consumers

Innovation could help the category on the path to recovery

#### **CATEGORY DATA**

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 2 - Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 5 - Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 6 - Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 10 - NBO Company Shares of Ovens: % Volume 2020-2024

Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 14 - NBO Company Shares of Cookers: % Volume 2020-2024

Table 15 - NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 17 - Production of Large Cooking Appliances: Total Volume 2019-2024

Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

## Consumer Appliances in Colombia - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer appliances in 2024: The big picture

2024 key trends

# COMPETITIVE LANDSCAPE

Retailing developments

What next for consumer appliances?

## MARKET INDICATORS

Table 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 23 - Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2019-2024

- Table 25 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 26 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 27 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 28 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 32 Sales of Small Appliances by Category: Volume 2019-2024
- Table 33 Sales of Small Appliances by Category: Value 2019-2024
- Table 34 Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 35 Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 36 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 37 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 38 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 39 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 40 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 41 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 42 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 43 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 44 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 46 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 47 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 49 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 50 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 51 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 52 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 53 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

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