



# Appliances and Electronics Specialists in Colombia

March 2024

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## Appliances and Electronics Specialists in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic uncertainty and the removal of non-VAT day sales in 2023  
Online banking partnerships seen as routes to growth  
Omnichannel approach increases retailers' reach

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Modest growth due to higher prices, costs, and competition  
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