



**Euromonitor
International**

Appliances and Electronics Specialists in Colombia

March 2025

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

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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
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