



Euromonitor
International

Apparel and Footwear Specialists in Colombia

March 2025

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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 AI

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- Discounters continue expansion to post strong performance
- Blending online and offline shopping experiences
- What next for retail?

OPERATING ENVIRONMENT

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- Opening hours for physical retail
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- 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)
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