



Supermarkets in Colombia

March 2024

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Supermarkets in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Another uninterrupted year for supermarkets as consumers return to in-store shopping
Delivering value for customers in an environment of rising inflation
The regional supermarket benefits from geographical proximity, emotional closeness and good prices

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Supermarkets expected to struggle as discounters expand
Jústo is looking to expand into Colombia and become the main digital supermarket in Latin America by 2030
Sustainability increasingly important

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Seasonality
Hot Sale
Back to School
Severance Savings
Valentine's Day
Women's Day
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