



# Hypermarkets in Colombia

March 2024

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## Hypermarkets in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Major players focus on creating the best customer experience  
Hypermarkets continue to bet on a seamless omnichannel involvement  
Hypermarkets try to make the selling spaces of large stores more efficient

#### PROSPECTS AND OPPORTUNITIES

Hypermarkets set to experience stronger competition  
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