



Hypermarkets in Colombia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets transform amid challenging year
AlKosto's aggressive pricing policy helps it take on discounters
Almacenes Éxito SA focuses on Éxito and Carulla brands

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Growing importance of innovation and customer experience
Retailers to invest in the one-stop shopping concept

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Retail in Colombia - Industry Overview

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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
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- Seasonality
- Hot Sale
- Back to School
- Severance Savings
- Valentine's Day
- Women's Day
- Holy Week
- Mother's Day
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- Holiday
- Primas Payment (extra-legal salary)
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