



Euromonitor
International

Convenience Retailers in Colombia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Store expansion boosts convenience retailers
- Almacenes Éxito SA loses share as express formats come under pressure
- Online grocery retailer Merqueo seeks to capitalise on dynamism in convenience retailers

PROSPECTS AND OPPORTUNITIES

- Convenience retailers to maintain solid growth trajectory
- Foodservice and packaged beverages to support growth of convenience retailers
- Digital transformation is key to expanding customer base

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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
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Hot Sale
- Back to School
- Severance Savings
- Valentine’s Day
- Women’s Day
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- Mother’s Day
- Father’s Day
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- Primas Payment (extra-legal salary)
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