



Euromonitor  
International

# General Merchandise Stores in Colombia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores struggle while major variety store chains expand  
Store expansions boost sales of variety stores  
Companies continue to invest in an omnichannel strategy

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Expansion opportunities remain for variety stores  
Department stores have some scope for further development online  
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Retail in Colombia - Industry Overview

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Blending online and offline shopping experiences  
What next for retail?

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- Informal retail
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- Seasonality
- Hot Sale
- Back to School
- Severance Savings
- Valentine's Day
- Women's Day
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- Primas Payment (extra-legal salary)
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