



Euromonitor
International

General Merchandise Stores in Colombia

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General Merchandise Stores in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dollarcity benefits from its commitment to affordability
Falabella is making a commendable effort to promote sustainability
Taking advantage of the physical and digital world

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Rising cost of living could support growth of variety stores
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Informal retail
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Seasonality
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Back to School
Severance Savings
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