



Euromonitor  
International

# Retail E-Commerce in Colombia

March 2024

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## Retail E-Commerce in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce maintains strong growth in 2023

Falabella.com launches its "marketplace" in Colombia

Industry explores new ways to connect with consumers

#### PROSPECTS AND OPPORTUNITIES

Consumers are more comfortable and confident shopping online

Live shopping and endless aisles as key drivers of interaction

Online marketplace model likely to be increasingly adopted in the future

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Importance of the customer experience

Discounters for the win in difficult times

What next for retail?

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Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Hot Sale

Back to School

Severance Savings

Valentine's Day

Women's Day

Holy Week

Mother's Day

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Primas Payment (extra-legal salary)

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