



Euromonitor  
International

# Retail E-Commerce in Colombia

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce maintains strong growth over 2024  
MercadoLibre Marketplace achieves growth as marketplace model gains traction  
Leading grocery retailer expands its digital offering

PROSPECTS AND OPPORTUNITIES

Robust growth projections for retail e-commerce  
Live shopping events are expected to fuel online sales  
Low-cost players Temu and Shein are expected to intensify competition

CHANNEL DATA

- Table 1 - Retail E-Commerce by Channel: Value 2019-2024
- Table 2 - Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 3 - Retail E-Commerce by Product: Value 2019-2024
- Table 4 - Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 5 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 7 - Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 9 - Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

Retail in Colombia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture  
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
- Holy Week
- Mother's Day
- Father's Day
- Holiday
- Primas Payment (extra-legal salary)
- Love and Friendship Day
- Halloween
- Black Friday
- Cyber Monday
- Christmas and New Year

## MARKET DATA

Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
Table 13 - Sales in Retail Offline by Channel: Value 2019-2024
Table 14 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
Table 15 - Retail Offline Outlets by Channel: Units 2019-2024
Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 17 - Sales in Retail E-Commerce by Product: Value 2019-2024
Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 21 - Sales in Grocery Retailers by Channel: Value 2019-2024
Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 23 - Grocery Retailers Outlets by Channel: Units 2019-2024
Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 31 - Retail GBO Company Shares: % Value 2020-2024
Table 32 - Retail GBN Brand Shares: % Value 2021-2024
Table 33 - Retail Offline GBO Company Shares: % Value 2020-2024
Table 34 - Retail Offline GBN Brand Shares: % Value 2021-2024
Table 35 - Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 36 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 38 - Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 39 - Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 46 - Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 48 - Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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