



Retail E-Commerce in Colombia

March 2024

Table of Contents

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

CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022

Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 - Retail E-Commerce by Product: Value 2017-2022

Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Colombia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Importance of the customer experience

Discounters for the win in difficult times

What next for retail?

OPERATING ENVIRONMENT

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

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 2018-2023
- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 13 - Sales in Retail Offline by Channel: Value 2018-2023
- Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 15 - Retail Offline Outlets by Channel: Units 2018-2023
- Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 31 - Retail GBO Company Shares: % Value 2019-2023
- Table 32 - Retail GBN Brand Shares: % Value 2020-2023
- Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023
- Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-colombia/report.