



Euromonitor
International

Food Preparation Appliances in Colombia

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Premiumisation and digital influence support category growth

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Influencers drive sales through digital engagement

Largest subcategory driven by consumer preferences

Dynamic growth in food processors subcategory

WHAT'S NEXT?

Premium brands and e-commerce drive market growth

Blenders maintain dominance with premiumisation trend

Artificial intelligence integration to boost sales

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Retail e-commerce gains traction with competitive pricing

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Home laundry appliances leads growth as hygiene and performance features resonate

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COMPETITIVE LANDSCAPE

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CHANNELS

Hypermarkets lead distribution channels with strong promotions
Retail e-commerce grows with competitive pricing and promotions
No emerging retail brands or concepts in 2026

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