



**Euromonitor
International**

Retail in Colombia

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Colombia's Retail Market Delivers Robust Growth as Consumers Make Smaller, More Frequent Shops

Easy and Koaj Drive Shopper Engagement with Immersive Store Design

Chart 2 - Retailers Blend Value with Experience to Compete

Ultra-Low-Cost Retailers Accelerates E-Commerce Growth

Chart 3 - Retailers Invest in Digital Transformation

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Ara Intensifies Expansion to Outpace Traditional Rivals with New Store Formats

Mercado Libre Leverages Live Shopping to Drive Online Engagement and Sales

Major Retailers Accelerate Private Label Expansion to Capture Margin and Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Retail

D1 and Ara Extend Lead as Discounters Reshape Value Dynamics

Cheaf and Olímpica Drive Innovation in Food Waste and Delivery

Chart 9 - Cheaf App Launches in Colombia to Cut Food Waste

Chart 10 - Olímpica Launches Pilot Ultra-Fast Delivery Service

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 13 - Standard Opening Hours by Channel Type 2025

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

ECONOMIC CONTEXT

Chart 14 - Economic Context for Retail

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Retail

Chart 18 - Population 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Convenience Retailers in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Oxxo'S Foodvenience Strategy Fuels Sustained Sales Gains and Traffic

Chart 21 - Foodvenience Becomes a Core Growth Driver in Convenience Stores

Oxxo Partners with Public Agencies to Address Social Challenges

Chart 22 - Consumer Expectations around Social Responsibility Continue to Rise

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 25 - Analyst Insight for Convenience Retailers

Robust Performance as Players Accelerate Digital and Value-Driven Growth

Oxxo Leverages Digital Engagement to Transform Customer Loyalty

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Oxxo's Rapid Expansion Drives Retail Consolidation

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Convenience Retailers

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Convenience Retailers

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Supermarkets in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Changing Shopper Behaviour Puts Supermarkets under Pressure

Olimpica and Almacenes Euro Enhance the In-Store Experience to Increase Footfall and Engagement

Chart 37 - Supermarkets Leverage Experimental Spaces and Technology In-Store

Éxito Leverages Private Label to Capture Key Food Trends

Chart 38 - Investments in Private Label Continue to Evolve

Chart 39 - Value Sales 2020-2030

WHAT'S NEXT?

Expansion of New Formats to Inject Growth into Supermarket Channel

Cencosud Colombia Partners with Cheaf to Monetise Food Waste Amid Sustainability Focus

Retailers Adopt Seamless Checkout and Experiential Design to Deepen Loyalty

Chart 40 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 41 - Analyst Insight for Supermarkets

Supertiendas Y Droguerías Olímpica Accelerates Outlet Expansion and Tech Investment

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 44 - Economic Context for Supermarkets

Chart 45 - Real GDP Growth 2020-2030

Chart 46 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 47 - Consumer Context for Supermarkets

Chart 48 - Population 2020-2030

Chart 49 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 50 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Aggressive Pricing Strategies Support Recovery in the Hypermarket Channel

Chart 51 - Players Intensify Pricing Strategies

Retailers Elevate the In-Store Experience to Rebuild Loyalty and Differentiate From Discounters

Chart 52 - Retailers Turn to Experience-Led Store Design to Drive Loyalty

Chart 53 - Value Sales 2020-2030

WHAT'S NEXT?

Hypermarkets to Witness a Steady Pace of Growth as Private Label Retains Value-Driven Shoppers

Cencosud'S Personalised Price and Promotional Incentives Drive Loyalty and Larger Baskets

Chart 54 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 55 - Analyst Insight for Hypermarkets

Almacenes Éxito Sa and Alkosto Intensify Innovation to Defend Share

Chart 56 - Company Shares 2025

Chart 57 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 58 - Economic Context for Hypermarkets

Chart 59 - Real GDP Growth 2020-2030

Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Hypermarkets

Chart 62 - Population 2020-2030

Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 64 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Discounters Deliver Strong Growth Amid Expansion and High Price Sensitivity

Isimo Expands Reach by Integrating E-Commerce and Extending Digital Touchpoints

Chart 65 - Discounters Explore Hybrid Models

D1 and Ara Face New Threats as Supermarkets Embrace Discount Tactics

Chart 66 - Rise of Discounters Forces Supermarkets to Reinvent Value Propositions

Chart 67 - Value Sales 2020-2030

WHAT'S NEXT?

D1 Sustains Nationwide Expansion to Deepen Reach and Value

Ara and D1 Expand Private Label and Digital Convenience

Isimo Leverages Local Expansion and Targeted Innovation to Compete

Chart 68 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 69 - Analyst Insight for Discounters

D1 Accelerates Store Openings and Assortment to Defend Leadership

Chart 70 - Company Shares 2025

Chart 71 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 72 - Economic Context for Discounters

Chart 73 - Real GDP Growth 2020-2030

Chart 74 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 75 - Consumer Context for Discounters

Chart 76 - Population 2020-2030

Chart 77 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Hard-Discount Chains Draw Value-Seeking Shoppers Away From Traditional Stores

Low-Income Consumers Drive Traffic as Traditional Outlets Lose Relevance

Chart 78 - Value Sales 2020-2030

WHAT'S NEXT?

Small Local Grocers Face Challenges and Pressure to Embrace Digitalisation

Chart 79 - Forecast Value Sales 2020-2030

ECONOMIC CONTEXT

Chart 80 - Economic Context for Small Local Grocers

Chart 81 - Real GDP Growth 2020-2030

Chart 82 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 83 - Consumer Context for Small Local Grocers

Chart 84 - Population 2020-2030

Chart 85 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Variety Stores Attract Price-Sensitive Shoppers with Affordability and Novelty

Akitoki Disrupts with Ultra-Low Prices and a Broad Product Selection

Chart 87 - Value Sales 2020-2030

Chart 88 - Value Sales by Category 2025

WHAT'S NEXT?

Dollarcity and Miniso Accelerate Store Expansion Strategy to Drive Value-Led Growth

Temu'S Digital Push Challenges Variety Stores as E-Commerce Disrupts Impulse Shopping

Falabella and La Casa De La Belleza Elevate Experience to Reinforce Loyalty

Chart 89 - Forecast Value Sales 2020-2030

Chart 90 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 91 - Analyst Insight for General Merchandise Stores

Dollarcity Drives Consolidation with Rapid Expansion and Value Focus

Chart 92 - Collaboration to Achieve Scale with Local Commitment

Chart 93 - Company Shares 2025

Chart 94 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 95 - Economic Context for General Merchandise Stores

Chart 96 - Real GDP Growth 2020-2030

Chart 97 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 98 - Consumer Context for General Merchandise Stores

Chart 99 - Population 2020-2030

Chart 100 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 101 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Retailers Leverage Private Label Collaborations to Attract Value-Conscious Shoppers

Chart 102 - Market Polarization Shifts Consumer Expenditures

Offcorss Engages Families with Targeted Discount Activations and Bundled Offers

Chart 103 - Discount-Driven Environment

Chart 104 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Embrace Digital-First and Live Shopping to Drive Engagement

Experiential Retail Is Key Point of Differentiation

Chart 105 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 106 - Analyst Insight for Apparel and Footwear Specialists

Cueros Velez Sa Leverages Circular Fashion to Widen Its Lead

Chart 107 - Company Shares 2025

Chart 108 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 109 - Economic Context for Apparel and Footwear Specialists

Chart 110 - Real GDP Growth 2020-2030

Chart 111 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 112 - Consumer Context for Apparel and Footwear Specialists

Chart 113 - Population 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Appliances and Electronics Specialists in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Digital-First Promotions Are Leveraged to Unlock Growth

Chart 116 - Expansion of Digital Channels Supports Growth

Discounters Accelerate Adoption of Entry-Level Appliances as Energy Costs Rise

Chart 117 - Utility Expenses Shift toward Energy Efficient Alternatives

Chart 118 - Value Sales 2020-2030

WHAT'S NEXT?

Samsung Builds Trust with Risk-Free Trials to Drive Conversion

Haceb Enhances Post-Sales Satisfaction with Ai-Powered Support

D1, Agaval and Homecenter Intensify Price Competition and Expand Reach

Chart 119 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

K-Tronix Expands Partnerships, and Ishop Accelerates with Premium Launches

Chart 120 - Company Shares 2025

Chart 121 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 122 - Analyst Insight for Appliances and Electronics Specialists

Chart 123 - Real GDP Growth 2020-2030

Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Appliances and Electronics Specialists

Chart 126 - Population 2020-2030

Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Products Specialists in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 128 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Sodimac Homecenter Boosts Recovery through Discounts and Omnichannel Upgrades

Chart 129 - Promotions Drive Recovery in Home Product Specialists

Home Improvement Chains Capture Renewed Demand with Practical Solutions

Sodimac Homecenter Upgrades Digital App as Part of Omnichannel Strategy

Chart 130 - Omnichannel Strategies Spearhead Growth

Chart 131 - Value Sales 2020-2030

Chart 132 - Value Sales by Category 2025

WHAT'S NEXT?

Home Product Specialists Redefine Store Experiences with Sustainability and Design-Led Innovation

Easy Transforms Retail Operations to Capture Diy and Outdoor Living Demand

Pet Shops Tap into Changing Family Dynamics to Drive Fastest Growth

Chart 133 - Forecast Value Sales 2020-2030

Chart 134 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 135 - Analyst Insight for Home Products Specialists

Sodimac Colombia Asserts Its Lead in Home Products Specialists

Chart 136 - Company Shares 2025

Chart 137 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Home Products Specialists

Chart 139 - Real GDP Growth 2020-2030

Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Home Products Specialists

Chart 142 - Population 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Health and Beauty Specialists in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 144 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Pharmacies Drive Experiential Beauty Retail and Boost Value Share

Aruma Elevates Beauty Shopping with Discovery-Driven Store Formats

Chart 145 - New Standards for Experimental Beauty Retail

Cruz Verde Captures Share with Trend-Led Private Label Launches

Chart 146 - Rising Private Label Confidence Reshapes Beauty Specialists

Chart 147 - Value Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacies Extend Their Reach by Blending Wellness and Experience

Beauty Specialists Leverage Digitalisation to Boost Shopper Engagement

Temu Intensifies Competition and Reshapes the Retail Landscape

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 151 - Analyst Insight for Health and Beauty Specialists

Cruz Verde and Farmatodo Extend Lead as Rival Brands Reposition

Chart 152 - Company Shares 2025

Chart 153 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Health and Beauty Specialists

Chart 155 - Real GDP Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Health and Beauty Specialists

Chart 158 - Population 2020-2030

Chart 159 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Vending in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Vending Channel Delivers Consistent Growth through Convenience and Partnerships

Impulse-Driven Food Purchases Fuel Vending'S Largest Sales

Fashion Vending Captures Attention with Double-Digit Value Growth

Chart 160 - Value Sales 2020-2030

Chart 161 - Value Sales by Category 2025

WHAT'S NEXT?

Novaventa Responds to Enforcement with Improved Standards and Innovation

Foods Vending Secures Lead as Fashion Vending Accelerates

Eco-Friendly Packaging Preference Drives Vending Innovation and Reach

Chart 162 - Forecast Value Sales 2020-2030

Chart 163 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Novaventa and Autosnack Reinforce Leadership as Shares Diverge

D'Luchi'S Automated Beauty Machines Reshape Access and Expectations

Chart 164 - Company Shares 2025

Chart 165 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 166 - Economic Context for Vending

Chart 167 - Real GDP Growth 2020-2030

Chart 168 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 169 - Consumer Context for Vending

Chart 170 - Population 2020-2030

Chart 171 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 172 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Players Leverage Hybrid Models to Maintain Consumer Relevance

Health and Beauty Direct Selling Leads with the Support of Digital Transformation

Chart 173 - Direct Selling Adapts to Digital Transformation

Natura Partners with Mercado Libre to Accelerate Omnichannel Growth

Chart 174 - Value Sales 2020-2030

Chart 175 - Value Sales by Category 2025

WHAT'S NEXT?

Livestreaming and New Entrants Fuel Broader Product Engagement

Health and Beauty Lead Growth as Digital Adoption Accelerates

Chart 176 - Forecast Value Sales 2020-2030

Chart 177 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 178 - Analyst Insight for Direct Selling

Novaventa Drives Consultant-Led Digital Expansion to Secure Share Gains

Chart 179 - Company Shares 2025

Chart 180 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 181 - Economic Context for Direct Selling

Chart 182 - Real GDP Growth 2020-2030

Chart 183 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 184 - Consumer Context for Direct Selling

Chart 185 - Population 2020-2030

Chart 186 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 187 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Mercado Libre Invests in Logistics and Technology to Accelerate Online Growth

Marketplace Model Expansion Broadens Choice and Strengthens Competitiveness

Chart 188 - Expanded Portfolios Emerge as a Strategic Lever for Online Growth

Hot Sale and Black Friday Promotional Events Drive Surge in Digital Participation

Chart 189 - Hot Sale and Black Friday Events Reinforce Value-Driven Online Consumption

Chart 190 - Value Sales 2020-2030

Chart 191 - Value Sales by Category 2025

WHAT'S NEXT?

Bright Outlook as Amazon Partners with Rappi to Raise Online Delivery Expectations

Bre-B Launches Seamless Payments and Expands Digital Reach

Shein and Temu Disrupt with Low Prices and Cross-Border Logistics

Chart 192 - Forecast Value Sales 2020-2030

Chart 193 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 194 - Analyst Insight for Retail E-Commerce

Shein and Temu Disrupt Leaders as Éxito Leverages Omnichannel Strength

Chart 195 - Company Shares 2025

Chart 196 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 197 - Economic Context for Retail E-Commerce

Chart 198 - Real GDP Growth 2020-2030

Chart 199 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 200 - Consumer Context for Retail E-Commerce

Chart 201 - Population 2020-2030

Chart 202 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-in-colombia/report.