



Euromonitor
International

Appliances and Electronics Specialists in Colombia

June 2026

Appliances and Electronics Specialists in Colombia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Digital-First Promotions Are Leveraged to Unlock Growth

Chart 2 - Expansion of Digital Channels Supports Growth

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

Chart 3 - Utility Expenses Shift toward Energy Efficient Alternatives

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

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

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Analyst Insight for Appliances and Electronics Specialists

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Appliances and Electronics Specialists

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Colombia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - 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 15 - Retailers Blend Value with Experience to Compete

Ultra-Low-Cost Retailers Accelerates E-Commerce Growth

Chart 16 - Retailers Invest in Digital Transformation

Chart 17 - Value Sales 2020-2030

Chart 18 - 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 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - 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 22 - Cheaf App Launches in Colombia to Cut Food Waste

Chart 23 - Olímpica Launches Pilot Ultra-Fast Delivery Service

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - 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 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - 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/appliances-and-electronics-specialists-in-colombia/report.