

# Footwear in Colombia

November 2023

Table of Contents

## Footwear in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sneakers remains a popular choice as consumers embrace global fashion trend  
Quality matters to consumers when choosing footwear  
Colombian consumers' increased health awareness promotes growth of sports shoes

#### PROSPECTS AND OPPORTUNITIES

Consumer loyalty remains steadfast seeking savings within their preferred footwear brands  
Brand innovation continues to drive sales creating differentiation in a highly competitive marketplace  
Personalised and customised footwear options gather momentum

#### CATEGORY DATA

Table 1 - Sales of Footwear by Category: Volume 2018-2023  
Table 2 - Sales of Footwear by Category: Value 2018-2023  
Table 3 - Sales of Footwear by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Footwear by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Footwear: % Value 2019-2023  
Table 6 - LBN Brand Shares of Footwear: % Value 2020-2023  
Table 7 - Distribution of Footwear by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Footwear by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Footwear by Category: Value 2023-2028  
Table 10 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## Apparel and Footwear in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

Table 12 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 13 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 14 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 17 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 18 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 19 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 20 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028  
Table 22 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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