



Home Products Specialists in Colombia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of home products specialists impacted by consumers prioritising essential items
IKEA enters the market with a strong sustainable position
Good year for pet shops and superstores as consumers change their purchasing behaviour

PROSPECTS AND OPPORTUNITIES

Omnichannel retailing will be important to retain consumers
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Demand to ease on big ticket items as economic slump continues

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Informal retail
Opening hours for physical retail
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Seasonality
Hot Sale
Back to School
Severance Savings
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