

# General Merchandise Stores in Chile

March 2024

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## General Merchandise Stores in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further sales decline for physical department stores in 2023  
Falabella remains challenged in terms of adapting to changing times  
La Polar and ABC DIN merger approved

#### PROSPECTS AND OPPORTUNITIES

Value growth to return to more stable levels over the forecast period  
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E-commerce will continue to cannibalise sales of department stores

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Greater connection between digital and physical still needed  
Local consumers are searching for innovation  
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