

Convenience Retailers in Colombia

March 2024

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Convenience Retailers in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The changing face of convenience retailers OXXO seeing rapid expansion Convenience stores emerges as a strategic channel for delivery services

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Sales expected to slow as convenience stores struggle to compete with cheaper alternatives Increased competition from discounters Adapting to offer new services is key to attracting consumer interest

CHANNEL DATA

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Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 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

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