

General Merchandise Stores in Colombia

March 2024

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General Merchandise Stores in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dollarcity benefits from its commitment to affordability Falabella is making a commendable effort to promote sustainability Taking advantage of the physical and digital world

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Rising cost of living could support growth of variety stores Focus on the customer experience Retailers set to expand their e-commerce offerings

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OPERATING ENVIRONMENT

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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