Euromonitor International

Refrigeration Appliances in Colombia

February 2026

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Refrigeration Appliances in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Replacement demand and energy-efficient upgrades support growth in 2025
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INDUSTRY PERFORMANCE

Growth driven by renewal and energy efficiency
Fridge freezers dominate the market
Energy efficiency shapes freezer replacement demand

WHAT'S NEXT?

Growing demand for energy-efficient appliances drives growth
Fridge freezers remain dominant, freezers show dynamic growth
Sustainability and digitalisation shape future business strategies

COMPETITIVE LANDSCAPE

Leading brands maintain lead through innovation and service
No notable mergers or new product launches observed

CHANNELS

Hypermarkets lead distribution channels with strong retail presence
Retail e-commerce grows rapidly with competitive pricing and convenience
No new retail brands or concepts expected to emerge in 2026

PRODUCTS

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Resilient growth supported by health, innovation, and digitalisation

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Robust growth in appliance sales despite weather-related softness
Home laundry appliances leads growth as hygiene and performance features resonate
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WHAT'S NEXT?

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Home laundry remains core as air conditioners gain momentum
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COMPETITIVE LANDSCAPE

Midea gains share through innovative health-focused products
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CHANNELS

Hypermarkets lead distribution channels with strong promotions
Retail e-commerce grows with competitive pricing and promotions
No emerging retail brands or concepts in 2026

PRODUCTS

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