

Direct Selling in Colombia

March 2024

Table of Contents

Direct Selling in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved outlook for direct sales business driven by wider consumer base

Digital innovation supports Novaventa's growth

Ruby Rose making strides in the physical channel

PROSPECTS AND OPPORTUNITIES

Economic climate to support the expansion of the salesforce

Sustainability to boost public perception

Livestreaming to engage with potential customers and increase sales

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023

Table 2 - Direct Selling by Product: % Value Growth 2018-2023

Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 - Direct Selling Forecasts by Product: Value 2023-2028

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail in Colombia - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Importance of the customer experience

Discounters for the win in difficult times

What next for retail?

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

Christmas and New Year

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 - Sales in Retail Offline by Channel: Value 2018-2023

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 - Retail GBO Company Shares: % Value 2019-2023

Table 28 - Retail GBN Brand Shares: % Value 2020-2023

Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/direct-selling-in-colombia/report.