

Vending in Colombia

March 2024

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Vending in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowed growth in 2023 The diversification of payment forms as part of a "frictionless shopping experience" Vending machines attract the attention of advertisers

PROSPECTS AND OPPORTUNITIES

Growth potential thanks to low operating costs Players are increasingly looking at ways to improve their offer Expansion of healthier options

CHANNEL DATA

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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

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