

# Appliances and Electronics Specialists in Colombia

March 2024

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# Appliances and Electronics Specialists in Colombia - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Economic uncertainty and the removal of non-VAT day sales in 2023 Online banking partnerships seen as routes to growth Omnichannel approach increases retailers' reach

# PROSPECTS AND OPPORTUNITIES

Modest growth due to higher prices, costs, and competition Customer experience is increasingly important Rising energy bills force consumers to consider energy-efficient products

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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

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