

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

CHANNEL DATA

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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 Christmas and New Year

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