

Supermarkets in Colombia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Another uninterrupted year for supermarkets as consumers return to in-store shopping

Delivering value for customers in an environment of rising inflation

The regional supermarket benefits from geographical proximity, emotional closeness and good prices

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Supermarkets expected to struggle as discounters expand

Jüsto is looking to expand into Colombia and become the main digital supermarket in Latin America by 2030

Sustainability increasingly important

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Hot Sale

Back to School

Severance Savings

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