

# Hypermarkets in Colombia

March 2024

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# Hypermarkets in Colombia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Major players focus on creating the best customer experience Hypermarkets continue to bet on a seamless omnichannel involvement Hypermarkets try to make the selling spaces of large stores more efficient

## PROSPECTS AND OPPORTUNITIES

Hypermarkets set to experience stronger competition Retailers focus on an omnichannel strategy Putting the customer experience front and centre

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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?

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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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