

# Home Products Specialists in Colombia

March 2024

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#### Home Products Specialists in Colombia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales of home products specialists impacted by consumers prioritising essential items IKEA enters the market with a strong sustainable position Good year for pet shops and superstores as consumers change their purchasing behaviour

#### PROSPECTS AND OPPORTUNITIES

Omnichannel retailing will be important to retain consumers New IKEA outlets will attract more price-sensitive customers Demand to ease on big ticket items as economic slump continues

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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

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