

Hypermarkets in Colombia

March 2023

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Hypermarkets in Colombia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hypermarkets try to make the selling spaces of large stores more efficient
Jumbo hypermarkets create selling space for Easy in order to attract more traffic
La 14 hypermarkets taken over by supermarket brands

PROSPECTS AND OPPORTUNITIES

Entry of the “metaverse” in retail
Customer data the new “gold” for companies
The omnichannel strategy offers efficiency and discourages investment in large physical spaces

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Repositioning of retail competitors
What next for retail?

OPERATING ENVIRONMENT

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Opening hours for physical retail
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Seasonality
Back to School
Severance Savings
Valentine's Day
Women's Day
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Holiday
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