



Home Products Specialists in Colombia

March 2024

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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

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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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Informal retail

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Seasonality

Hot Sale

Back to School

Severance Savings

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