



Euromonitor
International

Retail E-Commerce in Colombia

March 2024

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Retail E-Commerce in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce maintains strong growth in 2023

Falabella.com launches its "marketplace" in Colombia

Industry explores new ways to connect with consumers

PROSPECTS AND OPPORTUNITIES

Consumers are more comfortable and confident shopping online

Live shopping and endless aisles as key drivers of interaction

Online marketplace model likely to be increasingly adopted in the future

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Informal retail

Opening hours for physical retail

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Seasonality

Hot Sale

Back to School

Severance Savings

Valentine's Day

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