

# Colombia: Country Profile

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## Abstracts

Colombia's economy will slow in 2016. The depressed state of oil prices and related consequences such as subdued investment are drags. Support comes from moderate growth in private final consumption and a limited recovery in exports. Retail credit is rising at a double-digit pace. The government has ambitious plans to create 2.4 million new jobs in the medium term. Growth of real GDP should reach 3.7% by the end of the decade.

Euromonitor's Colombia: Country Profile report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Consumer Lifestyles market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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