

DIY, Home Improvement and Garden Centres - Colombia

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Abstracts

The entrance into the channel of specialised stores such as Homecenter and Homecenter Constructor has changed the pattern for shopping for goods such as construction materials, paint and tools. Up until a few years ago this type of product was only sold in small and local stores, usually located in the city centres which made shopping difficult and unpleasant, Homecenter has included all the comforts of bigger retailers – wide aisles, parking spaces, payment facilities, in-house support - to...

Euromonitor International's DIY, Home Improvement and Garden Centres in Colombia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Chained Forecourt Retailers, Independent Forecourt Retailers.

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

Why buy this report?

Get a detailed picture of the DIY, Home Improvement and Garden Centres 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Diy, Home Improvement and Garden Centres in Colombia
Euromonitor International
March 2011

LIST OF CONTENTS AND TABLES

Headlines

Trends

Channel Data

Table 1 DIY, Home Improvement and Garden Centres: Value Sales, Outlets and Selling Space 2005-2010

Table 2 DIY, Home Improvement and Garden Centres: Value Sales, Outlets and Selling Space: % Growth 2005-2010

Table 3 DIY, Home Improvement and Garden Centres Company Shares by Value 2006-2010

Table 4 DIY, Home Improvement and Garden Centres Brand Shares by Value 2007-2010

Table 5 DIY, Home Improvement and Garden Centres Brand Shares by Outlets 2007-2010

Table 6 DIY, Home Improvement and Garden Centres Brand Shares by Selling Space 2007-2010

Table 7 DIY, Home Improvement and Garden Centres Forecasts: Value Sales, Outlets and Selling Space 2010-2015

Table 8 DIY, Home Improvement and Garden Centres Forecasts: Value Sales, Outlets and Selling Space: % Growth 2010-2015

Executive Summary

Retailing Shows A Clear Recovery in 2010 As Economy Improves

Smaller Cities Are Targeted by Retailers As Large Cities Are Saturated With the Offer

Appliances and Electronics Sales Were Fuelled by the Strengthening Peso

International Players Entered the Colombian Retailing Scene in 2009/2010

Internet Is Expected To Be An Increasingly Important Channel for Consumers

Key Trends and Developments

Economic Conditions

Internet Retailing

Government Regulation

Private Label

Retailers Increasingly Interested in Smaller Cities As Large Urban Areas Become

Saturated

Shopping Centres Continue To Fuel the Growth of Retailing in Colombia

Market Indicators

Table 9 Employment in Retailing 2005-2010

Market Data

Table 10 Sales in Retailing by Category: Value 2005-2010

Table 11 Sales in Retailing by Category: % Value Growth 2005-2010

Table 12 Sales in Retailing by Grocery vs Non-Grocery 2005-2010

Table 13 Sales in Store-Based Retailing by Category: Value 2005-2010

Table 14 Sales in Store-Based Retailing by Category: % Value Growth 2005-2010

Table 15 Sales in Non-Grocery Retailing by Category: Value 2005-2010

Table 16 Sales in Non-Grocery Retailing by Category: % Value Growth 2005-2010

Table 17 Sales in Non-store Retailing by Category: Value 2005-2010

Table 18 Sales in Non-store Retailing by Category: % Value Growth 2005-2010

Table 19 Retailing Company Shares: % Value 2006-2010

Table 20 Retailing Brand Shares: % Value 2007-2010

Table 21 Store-Based Retailing Company Shares: % Value 2006-2010

Table 22 Store-Based Retailing Brand Shares: % Value 2007-2010

Table 23 Non-Grocery Retailers Company Shares: % Value 2006-2010

Table 24 Non-Grocery Retailers Brand Shares: % Value 2007-2010

Table 25 Non-store Retailing Company Shares: % Value 2006-2010

Table 26 Non-store Retailing Brand Shares: % Value 2007-2010

Table 27 Forecast Sales in Retailing by Category: Value 2010-2015

Table 28 Forecast Sales in Retailing by Category: % Value Growth 2010-2015

Table 29 Forecast Sales in Store-Based Retailing by Category: Value 2010-2015

Table 30 Forecast Sales in Store-Based Retailing by Category: % Value Growth 2010-2015

Table 31 Forecast Sales in Non-Grocery Retailing by Category: Value 2010-2015

Table 32 Forecast Sales in Non-Grocery Retailing by Category: % Value Growth 2010-2015

Table 33 Forecast Sales in Non-store Retailing by Category: Value 2010-2015

Table 34 Forecast Sales in Non-store Retailing by Category: % Value Growth 2010-2015

Appendix

Operating Environment

Cash-and-carry

Table 35 Cash-and-Carry: Sales Value 2004-2010

Table 36 Cash-and-Carry: Sales by National Brand Owner: Sales Value 2007-2010

Table 37 Cash-and-Carry: Number of Outlets by National Brand Owner: 2006-2010

Definitions

Summary 1 Research Sources

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