

# Megatrends in Colombia

<https://marketpublishers.com/r/ME47ACBD0D08EN.html>

Date: November 2023

Pages: 76

Price: US\$ 1,325.00 (Single User License)

ID: ME47ACBD0D08EN

## Abstracts

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 megatrends and insights as to how each trend has manifested in Colombia

Euromonitor's Megatrends in Colombia 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 Megatrends 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Bogotá set to get new Metro line to improve urban mobility

Tech is being used to simplify everyday tasks

Consumers seek more flexibility in all areas of life

Shoppers want to buy on the spot

Variety and convenience drive e-commerce demand

Gen X and Millennials have the least time for cooking

Digital living

TerraPay and Nequi facilitate cross-border payments via new digital app

Home delivery of food is very common in Colombia

Consumers are protective of their personal data

Millennials are most eager to share data for tailored offers

Friends and family remain the most trusted information source

Many consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

Social commerce start-up Elenas enables women to become microentrepreneurs

Colombians take a keen interest in their community

Most consumers want to change the world for the better

Colombians generally feel comfortable expressing their identity

Shoppers are paying more attention to brand values

Experience more

Childrenswear brand Offcorss launches metaverse store

Colombians enjoy socialising both online and offline

Relaxation is key priority when choosing a holiday destination

More consumers value real world than online experiences

Personalisation

Rappi and Marriott join forces to enhance loyalty benefits

Gen X and Millennials are the most partial to virtual experiences

Colombians enjoy personalised activities

Premiumisation

Club Colombia repackaged with sleek design reflecting Colombia's heritage

Most consumers want a simpler life

Millennials have the most confidence in their investments

Health, quality and comfort are prized attributes

Pursuit of value

Mercados Colsubsidio lowers prices of 400+ products to help customers save money

Baby Boomers are the most frugal cohort

Shoppers are worried about rising living costs

Colombians are embracing the circular economy

Shoppers seek ways to make their money go further

Shopper reinvented

Decathlon pioneers the use of RFID technology in Colombia

Consumers enjoy customised experiences

Colombians still prefer to shop in-store

S-commerce gains traction as part of the omnichannel experience

Millennials are the most likely to shop on social media

Sustainable living

Colombian start-up Saj? makes eyewear from recycled plastic

Consumers are keen to play a part in protecting the environment

Mindful consumption is on the rise

Reducing plastics use tops the list of green activities

Consumers are eager to make their votes count

Biodegradable packaging is considered the most sustainable

Wellness

Bimbo focuses on immune system support

Meditation is the leading antidote to stress

Colombians are taking a greater interest in healthy eating

Consumers continue to take precautions in the post-pandemic era

Leverage the power of megatrends to shape your strategy today

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