

Refrigeration Appliances in Colombia

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Abstracts

On 19 June 2020, Columbia had the first of three VAT-free days established by the government, in an attempt to assist the economy. According to the National Federation of Merchants (Fenalco), refrigeration devices were one of the most purchased appliances during the day, with the electronic payment processing company Redeban citing an increase of 86.5% in the total number of transactions (across all categories) compared to the first 18 days of the month. Overall, purchases revolved around househ...

Euromonitor International's Refrigeration Appliances in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

Get a detailed picture of the Refrigeration Appliances 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.

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2020 IMPACT

Colombian government sets VAT-free days to re-stimulate sales in refrigeration appliances and other household goods

Brands continue to focus on energy-saving technology to gain a competitive advantage

Mabe maintains top company place thanks to extensive portfolio across various categories and price points

RECOVERY AND OPPORTUNITIES

Vertical freezers show the strongest sales growth due to fitting well into smaller living spaces

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GLOBAL INDUSTRY ENVIRONMENT

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