

# Electrical & Electronics Retail in Colombia

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## Abstracts

Electrical & Electronics Retail in Colombia

### SUMMARY

Electrical & Electronics Retail in Colombia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Colombia electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The electrical and electronics retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car

entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The Colombian electrical and electronics retail market is expected to generate total revenue of \$4.2bn in 2017, representing a compound annual growth rate (CAGR) of 3.1% between 2013 and 2017.

The communications equipment segment is expected to be the market's most lucrative in 2017, with total revenue of \$1.3bn, equivalent to 31.6% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the electrical & electronics retail market in Colombia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the electrical & electronics retail market in Colombia

Leading company profiles reveal details of key electrical & electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth

prospects of the Colombia electrical & electronics retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Colombia electrical & electronics retail market by value in 2017?

What will be the size of the Colombia electrical & electronics retail market in 2022?

What factors are affecting the strength of competition in the Colombia electrical & electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Colombia's electrical & electronics retail market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market distribution  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Almacenes Exito S.A.  
Carrefour SA  
Cencosud SA  
S.A.C.I. Falabella  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Colombia electrical & electronics retail market value: \$ million, 2013-17(e)

Table 2: Colombia electrical & electronics retail market category segmentation: \$ million, 2017(e)

Table 3: Colombia electrical & electronics retail market geography segmentation: \$ million, 2017(e)

Table 4: Colombia electrical & electronics retail market distribution: % share, by value, 2017(e)

Table 5: Colombia electrical & electronics retail market value forecast: \$ million, 2017-22

Table 6: Almacenes Exito S.A.: key facts

Table 7: Almacenes Exito S.A.: key financials (\$)

Table 8: Almacenes Exito S.A.: key financials (CLP)

Table 9: Almacenes Exito S.A.: key financial ratios

Table 10: Carrefour SA: key facts

Table 11: Carrefour SA: key financials (\$)

Table 12: Carrefour SA: key financials (€)

Table 13: Carrefour SA: key financial ratios

Table 14: Cencosud SA: key facts

Table 15: Cencosud SA: key financials (\$)

Table 16: Cencosud SA: key financials (CLP)

Table 17: Cencosud SA: key financial ratios

Table 18: S.A.C.I. Falabella: key facts

Table 19: S.A.C.I. Falabella: key financials (\$)

Table 20: S.A.C.I. Falabella: key financials (CLP)

Table 21: S.A.C.I. Falabella: key financial ratios

Table 22: Colombia size of population (million), 2013-17

Table 23: Colombia gdp (constant 2005 prices, \$ billion), 2013-17

Table 24: Colombia gdp (current prices, \$ billion), 2013-17

Table 25: Colombia inflation, 2013-17

Table 26: Colombia consumer price index (absolute), 2013-17

Table 27: Colombia exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

Figure 1: Colombia electrical & electronics retail market value: \$ million, 2013-17(e)

Figure 2: Colombia electrical & electronics retail market category segmentation: % share, by value, 2017(e)

Figure 3: Colombia electrical & electronics retail market geography segmentation: % share, by value, 2017(e)

Figure 4: Colombia electrical & electronics retail market distribution: % share, by value, 2017(e)

Figure 5: Colombia electrical & electronics retail market value forecast: \$ million, 2017-22

Figure 6: Forces driving competition in the electrical & electronics retail market in Colombia, 2017

Figure 7: Drivers of buyer power in the electrical & electronics retail market in Colombia, 2017

Figure 8: Drivers of supplier power in the electrical & electronics retail market in Colombia, 2017

Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Colombia, 2017

Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Colombia, 2017

Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Colombia, 2017

Figure 12: Almacenes Exito S.A.: revenues & profitability

Figure 13: Almacenes Exito S.A.: assets & liabilities

Figure 14: Carrefour SA: revenues & profitability

Figure 15: Carrefour SA: assets & liabilities

Figure 16: Cencosud SA: revenues & profitability

Figure 17: Cencosud SA: assets & liabilities

Figure 18: S.A.C.I. Falabella: revenues & profitability

Figure 19: S.A.C.I. Falabella: assets & liabilities

### COMPANIES MENTIONED

Almacenes Exito S.A.

Carrefour SA

Cencosud SA

S.A.C.I. Falabella

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