

Online Retail in Colombia - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/O22CA59969F8EN.html>

Date: October 2021

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: O22CA59969F8EN

Abstracts

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SUMMARY

Online Retail in Colombia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Colombian online retail sector had total revenues of \$4.9bn in 2020, representing a compound annual growth rate (CAGR) of 39.1% between 2016 and 2020.

The apparel retail segment accounted for the sector's highest value-share in 2020, with total revenues of \$1.3bn, equivalent to 27.2% of the sector's overall value.

The value of the Colombian online retail sector grew by 67.8% in 2020.

SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Colombia online retail market with five year forecasts

REASONS TO BUY

What was the size of the Colombia online retail market by value in 2020?

What will be the size of the Colombia online retail market in 2025?

What factors are affecting the strength of competition in the Colombia online retail market?

How has the market performed over the last five years?

What are the main segments that make up Colombia's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?
- 7.5. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. MercadoLibre Inc
- 8.2. Almacenes Exito SA
- 8.3. Cencosud SA
- 8.4. Alibaba Group Holding Limited
- 8.5. Amazon.com, Inc.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Colombia online retail sector value: \$ million, 2016-20
Table 2: Colombia online retail sector category segmentation: \$ million, 2020
Table 3: Colombia online retail sector geography segmentation: \$ million, 2020
Table 4: Colombia online retail sector value forecast: \$ million, 2020-25
Table 5: MercadoLibre Inc: key facts
Table 6: MercadoLibre Inc: Annual Financial Ratios
Table 7: MercadoLibre Inc: Key Employees
Table 8: Almacenes Exito SA: key facts
Table 9: Almacenes Exito SA: Annual Financial Ratios
Table 10: Almacenes Exito SA: Key Employees
Table 11: Cencosud SA: key facts
Table 12: Cencosud SA: Annual Financial Ratios
Table 13: Cencosud SA: Annual Financial Ratios (Continued)
Table 14: Cencosud SA: Key Employees
Table 15: Alibaba Group Holding Limited: key facts
Table 16: Alibaba Group Holding Limited: Annual Financial Ratios
Table 17: Alibaba Group Holding Limited: Key Employees
Table 18: Amazon.com, Inc.: key facts
Table 19: Amazon.com, Inc.: Annual Financial Ratios
Table 20: Amazon.com, Inc.: Key Employees
Table 21: Amazon.com, Inc.: Key Employees Continued
Table 22: Colombia size of population (million), 2016-20
Table 23: Colombia gdp (constant 2005 prices, \$ billion), 2016-20
Table 24: Colombia gdp (current prices, \$ billion), 2016-20
Table 25: Colombia inflation, 2016-20
Table 26: Colombia consumer price index (absolute), 2016-20
Table 27: Colombia exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Colombia online retail sector value: \$ million, 2016-20

Figure 2: Colombia online retail sector category segmentation: % share, by value, 2020

Figure 3: Colombia online retail sector geography segmentation: % share, by value, 2020

Figure 4: Colombia online retail sector value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the online retail sector in Colombia, 2020

Figure 6: Drivers of buyer power in the online retail sector in Colombia, 2020

Figure 7: Drivers of supplier power in the online retail sector in Colombia, 2020

Figure 8: Factors influencing the likelihood of new entrants in the online retail sector in Colombia, 2020

Figure 9: Factors influencing the threat of substitutes in the online retail sector in Colombia, 2020

Figure 10: Drivers of degree of rivalry in the online retail sector in Colombia, 2020

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