



Euromonitor  
International

# Food Preparation Appliances in Colombia

February 2026

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## Food Preparation Appliances in Colombia - Category analysis

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Premiumisation and digital influence support category growth

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Influencers drive sales through digital engagement

Largest subcategory driven by consumer preferences

Dynamic growth in food processors subcategory

#### WHAT'S NEXT?

Premium brands and e-commerce drive market growth

Blenders maintain dominance with premiumisation trend

Artificial intelligence integration to boost sales

#### COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and marketing

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Hypermarkets and online platforms drive sales growth

Retail e-commerce gains traction with competitive pricing

No new retail brands or concepts emerged in 2026

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Chart 7 - Analyst Insight

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Robust growth in appliance sales despite weather-related softness

Home laundry appliances leads growth as hygiene and performance features resonate

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#### WHAT'S NEXT?

Strong growth driven by innovation and improving consumer sentiment

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Midea gains share through innovative health-focused products  
Emerging players and future opportunities

## CHANNELS

Hypermarkets lead distribution channels with strong promotions  
Retail e-commerce grows with competitive pricing and promotions  
No emerging retail brands or concepts in 2026

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