



Euromonitor
International

Refrigeration Appliances in Colombia

February 2026

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Refrigeration Appliances in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Replacement demand and energy-efficient upgrades support growth in 2025

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INDUSTRY PERFORMANCE

Growth driven by renewal and energy efficiency

Fridge freezers dominate the market

Energy efficiency shapes freezer replacement demand

WHAT'S NEXT?

Growing demand for energy-efficient appliances drives growth

Fridge freezers remain dominant, freezers show dynamic growth

Sustainability and digitalisation shape future business strategies

COMPETITIVE LANDSCAPE

Leading brands maintain lead through innovation and service

No notable mergers or new product launches observed

CHANNELS

Hypermarkets lead distribution channels with strong retail presence

Retail e-commerce grows rapidly with competitive pricing and convenience

No new retail brands or concepts expected to emerge in 2026

PRODUCTS

Localisation drives eco-designed refrigeration appliances in Colombia

Smart and AI-powered features enhance refrigeration appliances

Convenience and customisation shape refrigeration appliance design

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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

Health and wellness continues to shape product innovation and purchasing priorities

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WHAT'S NEXT?

Strong growth driven by innovation and improving consumer sentiment

Home laundry remains core as air conditioners gain momentum
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COMPETITIVE LANDSCAPE

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

PRODUCTS

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