



# Air Conditioners in Colombia

February 2026

Table of Contents

## Air Conditioners in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Slower growth shaped by weather patterns and price sensitivity

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Slowing demand follows unusually high temperatures in 2024

Split air conditioners dominate the colombian market

LG Artcool Gallery illustrates the impact of segmented consumer focus

Chart 3 - LG Launches ArtCool Gallery

#### WHAT'S NEXT?

Strong growth driven by energy-efficient and smart air conditioners

Split air conditioners maintain dominance with steady growth

Energy efficiency and smart technology drive business growth

#### COMPETITIVE LANDSCAPE

Midea gains ground with competitive pricing and logistics

Opportunities arise from emerging players and trends

#### CHANNELS

Midea and Electrojaponesa drive sales through strategic partnerships

Hypermarkets lead retail offline channels with strong presence

No emerging retail brands or concepts to watch in 2026

#### PRODUCTS

Sustainability drives innovation in air conditioner design

Innovative features fuel growth in split air conditioners

Energy efficiency and smart technology drive business growth

Chart 4 - Midea Launches a Minisplit with Smart Home and Energy Monitoring

Chart 5 - Electrojaponesa-Midea Partnership Offers Complete Portfolio and Post-Sales Service

#### COUNTRY REPORTS DISCLAIMER

## Consumer Appliances in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Resilient growth supported by health, innovation, and digitalisation

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

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

Chart 8 - Midea Launches HealthGuard Technology to Prevent Bacteria and Bad Odours

#### WHAT'S NEXT?

Strong growth driven by innovation and improving consumer sentiment

Home laundry remains core as air conditioners gain momentum  
Innovation, sustainability, and services shape long-term competitiveness  
Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

## 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

LG and Whirlpool drive innovation with multifunctional designs  
Segmented consumer focus drives demand for pet-friendly appliances  
Innovation and consumer focus drive business growth  
Chart 10 - LG WashTower Mini Combines Design, Size and Functionality  
Chart 11 - Whirlpool Washing Machine with an Advanced Filter to Clean Pet Lint

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030  
Chart 13 - PEST Analysis in Colombia 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Colombia 2025  
Chart 15 - Consumer Landscape in Colombia 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-conditioners-in-colombia/report](http://www.euromonitor.com/air-conditioners-in-colombia/report).