

Colombia Fact Sheet

COUNTRY OVERVIEW



Colombia is one of the most attractive economies in Latin America for international trade and foreign investment. There are, however, certain challenges that come with taxes, accounting, regulatory compliance, and foreign currency laws that must be dealt with in order to do business in the country. Colombia was placed fourth out of 77 countries for the complexity of its business environment in TMF Group's Global Business Complexity Index of 2021. Nevertheless, the Colombian economy continues to grow, foreign investment in Colombia is on the up and the government is actively encouraging easing certain requirements for foreign companies to set up in country. ^{1,3}

SIZE & SCALE ²

- Population Size of 51 Million
- Fourth-largest country in Latin America
- GDP of US\$314.32 Billion (2021)

ECOMMERCE ^{4,5}

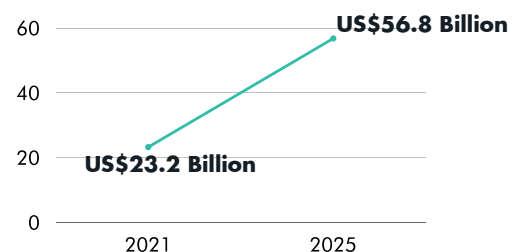
3rd Largest eCommerce Market in Latin America
after Brazil and Mexico

21 Million
Colombian online buyers in 2021

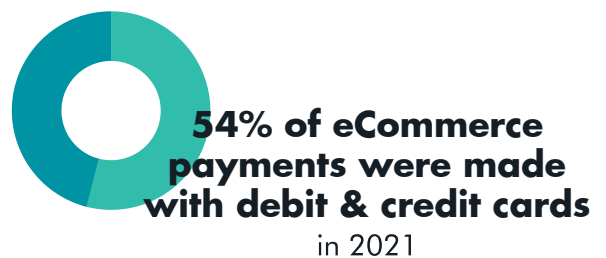
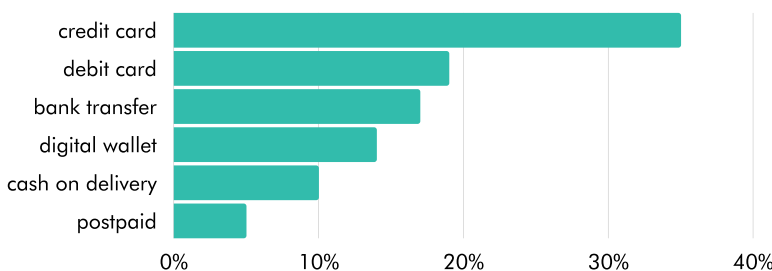
18%
share of eCommerce in total retail sales

53%
of the Colombian adult population now buy online

eCommerce Revenue



PREFERRED PAYMENT METHODS



RECOMMENDATIONS LOCAL LOCAL LOCAL

- Doing business in Colombia requires a significant amount of knowledge of the country's bureaucratic commercial environment, so having a local partner who understands the complexity can help facilitate the establishment and operations of a merchant in country.
- A payments partner with local experience and expertise can help navigate Colombia's complex systems. Online IPS has local offices with local teams in Colombia, offering gateway services, as well as knowledge in strategic market entry tactics, risk prevention, conversion rates and overall optimal merchant performance.

1. Sourced from ExpatGroup. How to do Business in Colombia 2022 [online]: <https://expatgroup.co/english/business-in-colombia/how-to-do-business-in-colombia/>

2. Sourced from Britannica. Colombia [online]: <https://www.britannica.com/place/Colombia>

3. Sourced from TMF Group. Top 10 Challenges of Doing Business in Colombia [online]: <https://www.tmf-group.com/en/news-insights/articles/2018/july/challenges-of-doing-business-in-colombia/>

4. Sourced from Americas Market Intelligence. Colombia E-Commerce Market Data [online]: <https://americasmi.com/insights/colombia-e-commerce-market-data/>

5. Sourced from Americas Market Intelligence. How Colombians Buy Online [online]: <https://americasmi.com/insights/infographic-how-colombians-buy-online-e-commerce/>