



**MÁS
PAÍS**

CÁMARA DEL SECTOR
DE ELECTRODOMÉSTICOS

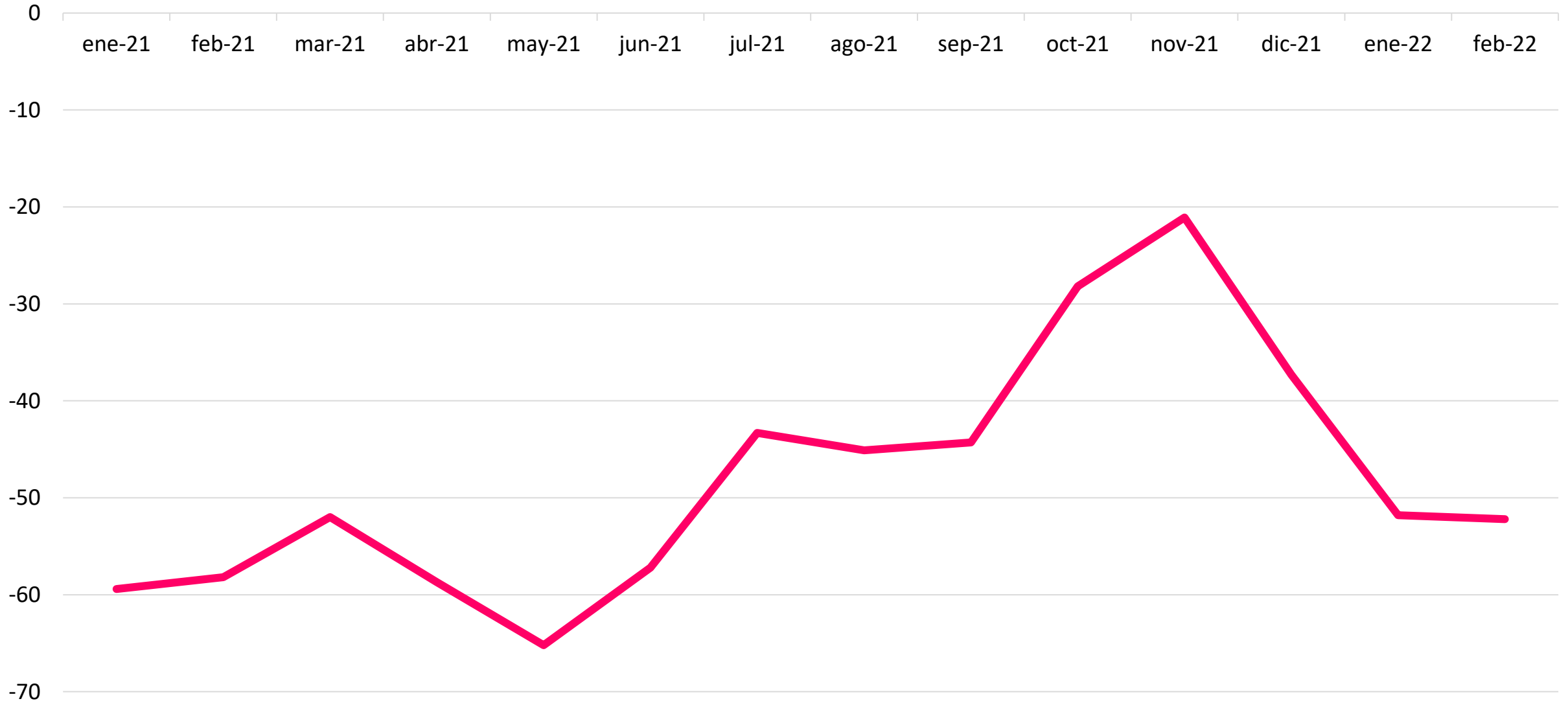
Informe Estadísticas Cámara de Electrodomésticos

Bogotá, Abril, 2022

CONTEXTO NACIONAL

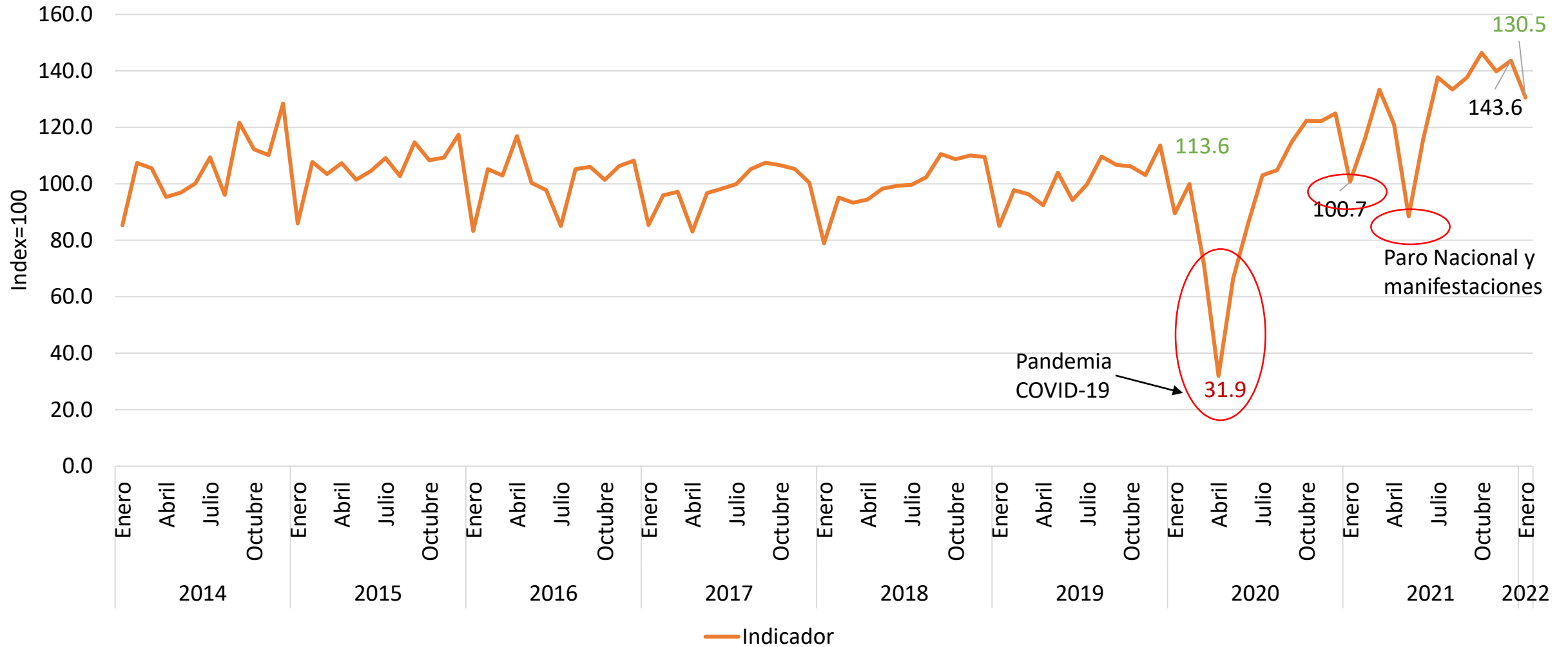
Confianza del Consumidor - Fedesarrollo

Disposición a comprar electrodomésticos



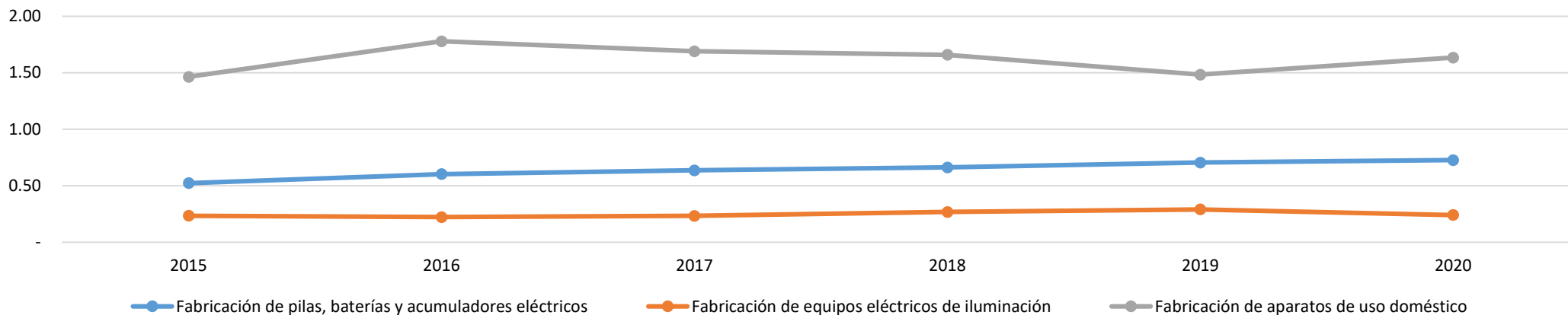
REACTIVACIÓN DEL SECTOR

Indice de Producción Industrial
Clase Industrial 2700 Fabricación de Maquinaria y Equipo

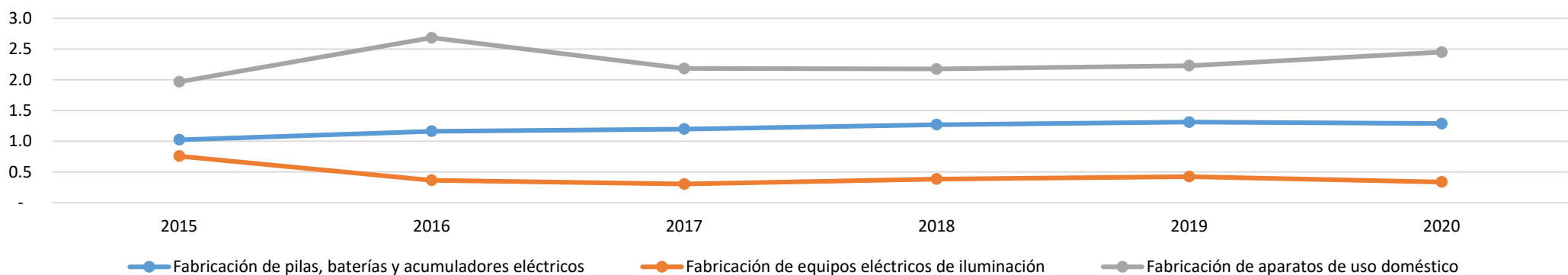


Principales Variables

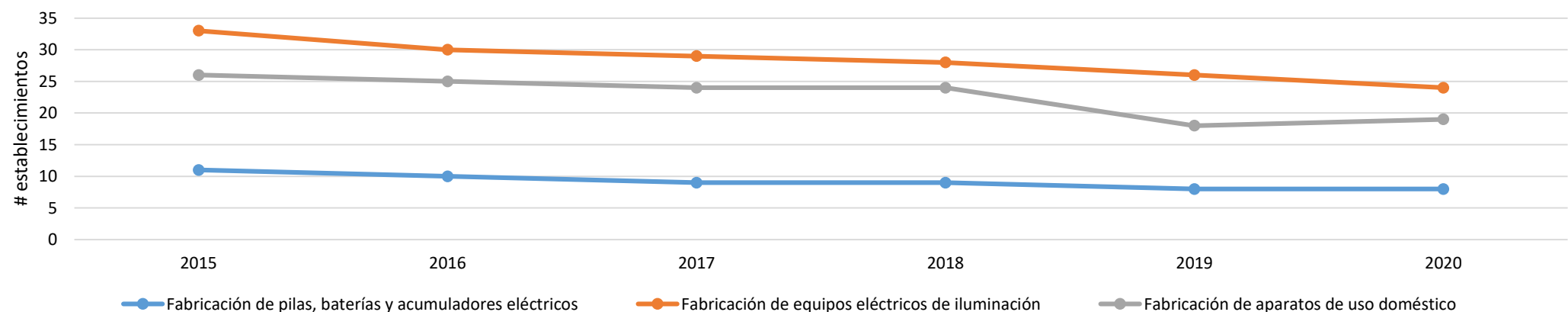
PRODUCCIÓN



VENTAS



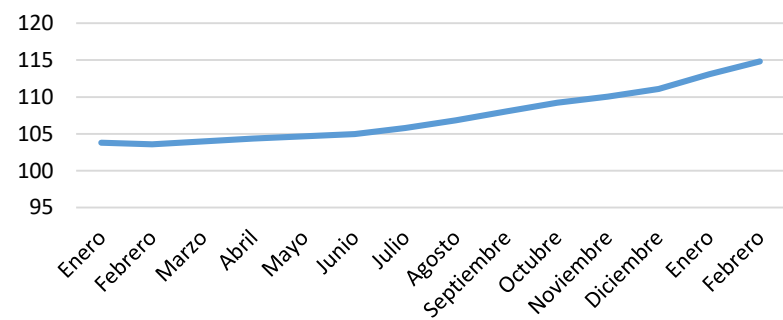
ESTABLECIMIENTOS



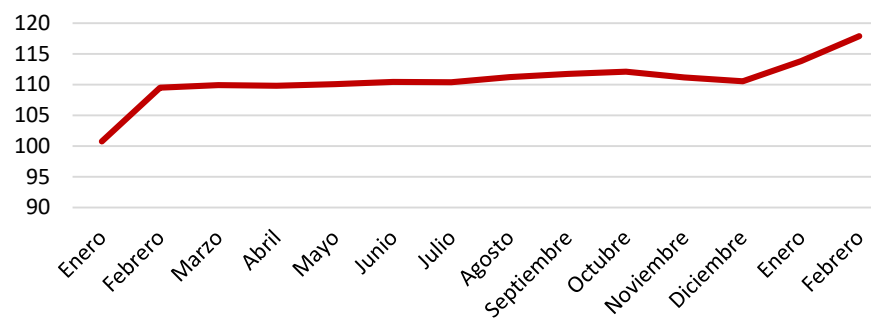
IPC sector por categorías

2021

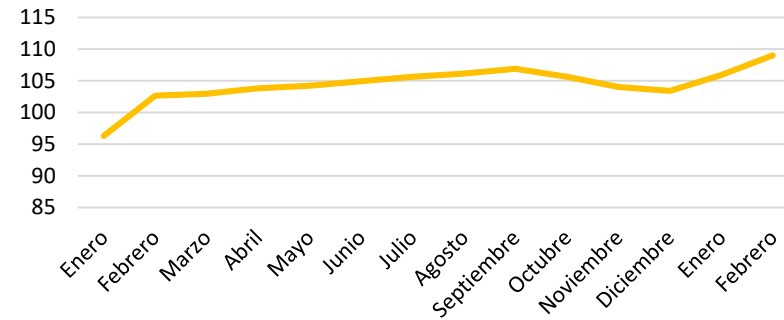
Iluminación



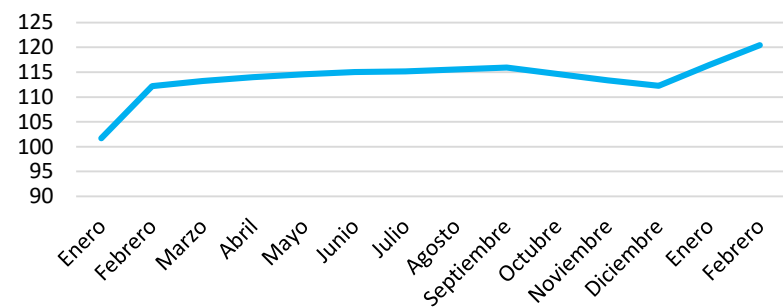
Refrigeradores



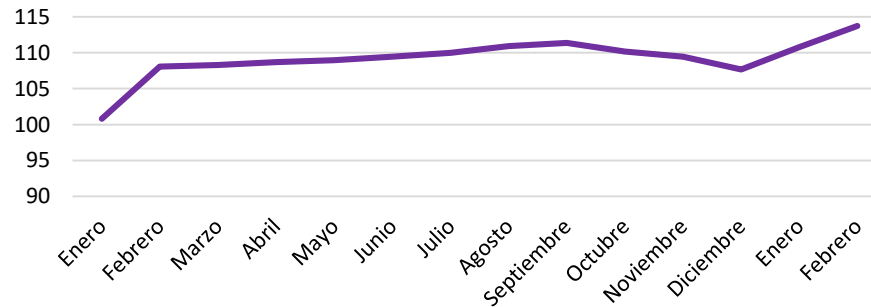
Lavado



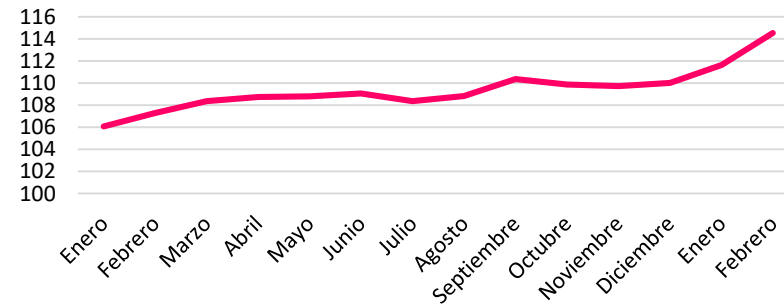
Estufas y Hornos



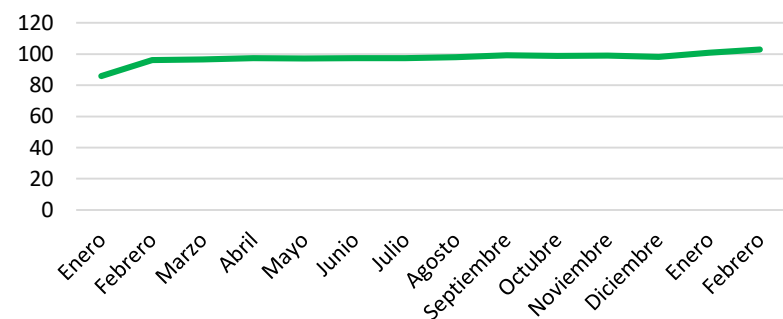
Pequeños: Cuidado del hogar



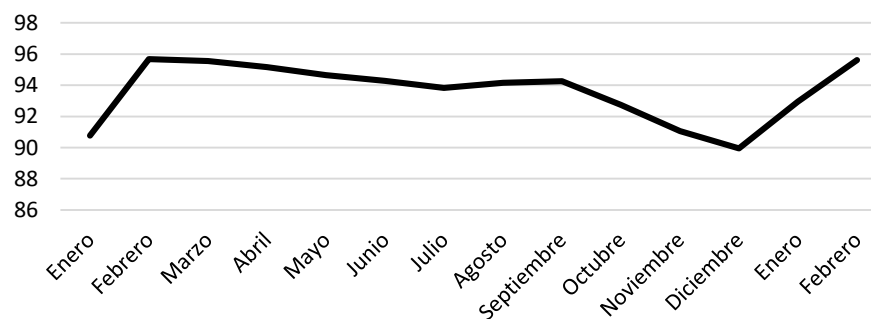
Pequeños: Cuidado personal



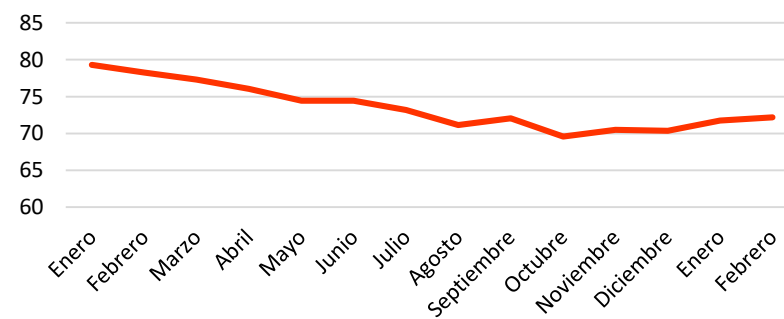
Televisión



Audio y Vídeo



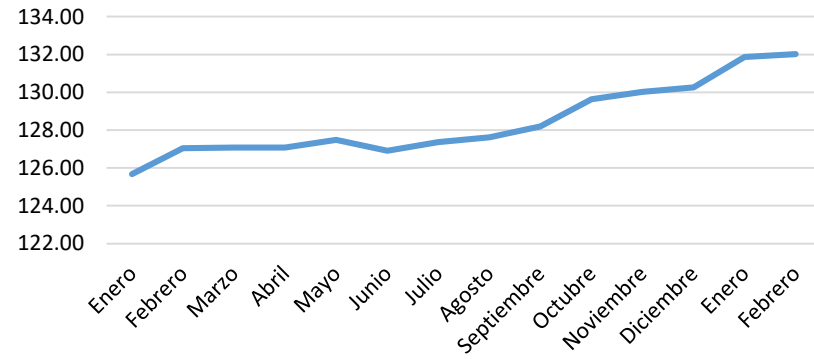
Celulares



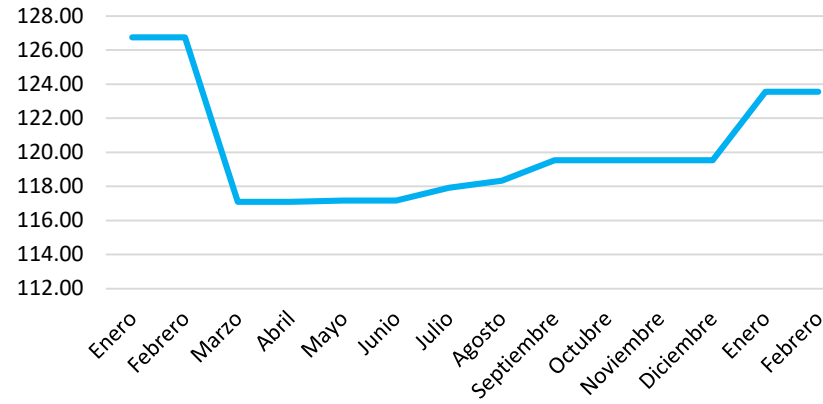
IPP sector por categorías

2021-2022

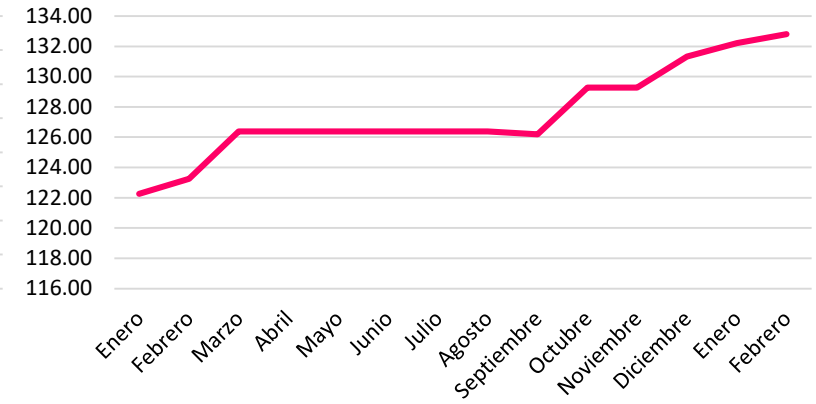
Aparatos de uso doméstico y sus partes y piezas



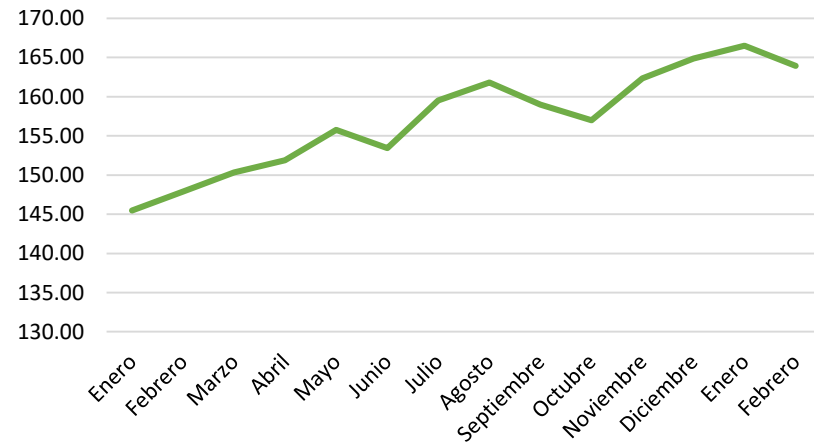
Pilas y baterías primarias



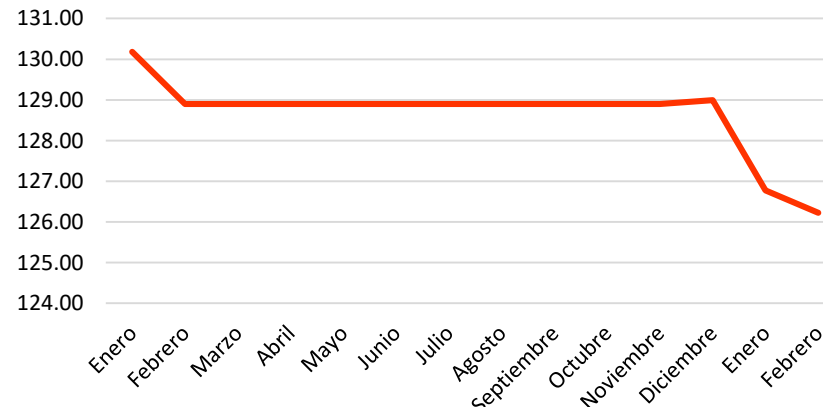
Acumuladores eléctricos



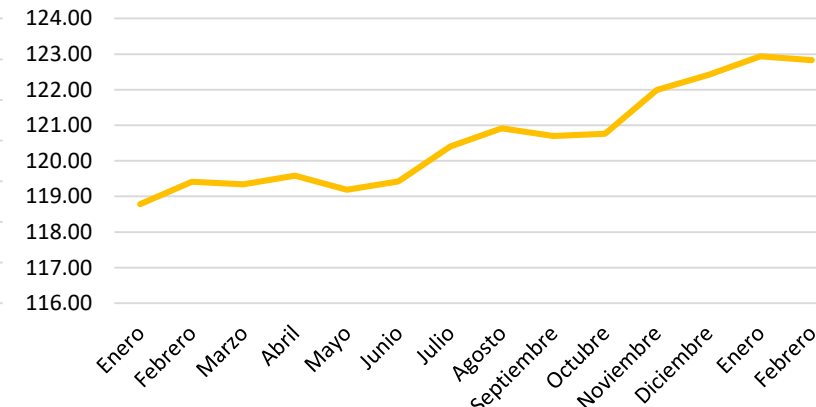
Circuitos electrónicos integrados



Monitores y proyectores, no incorporados a los aparatos receptores de televisión



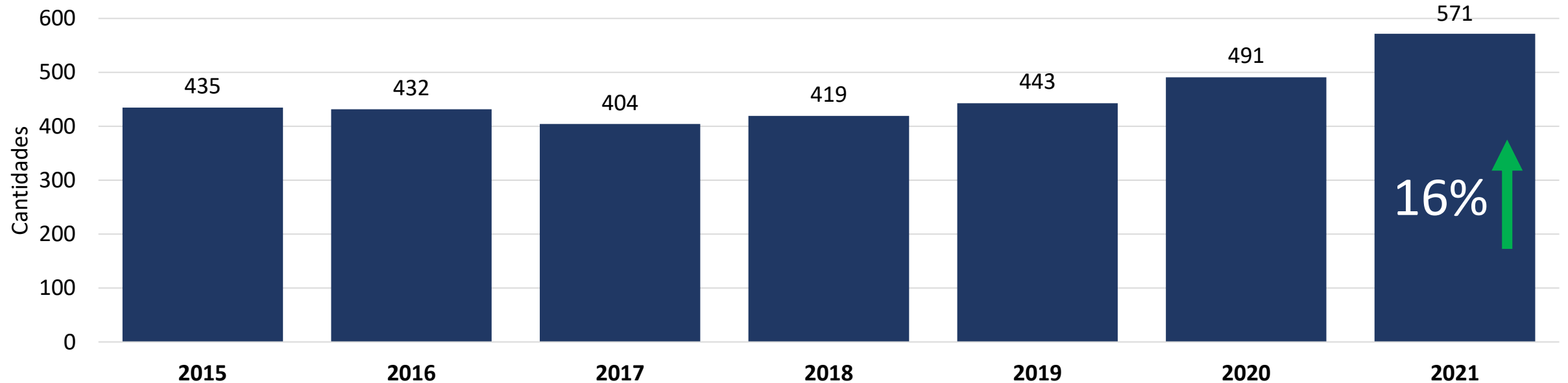
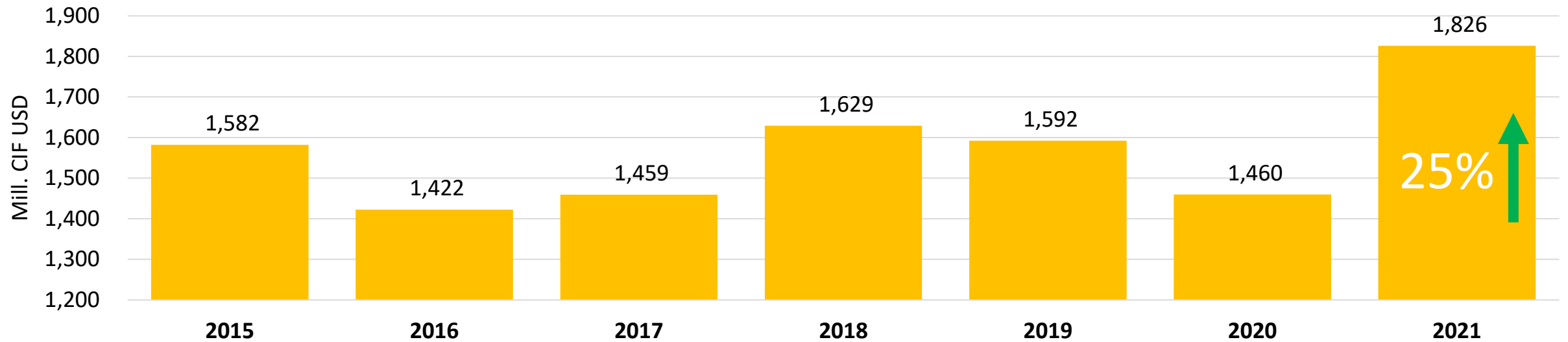
Fabricación de equipos eléctricos de iluminación



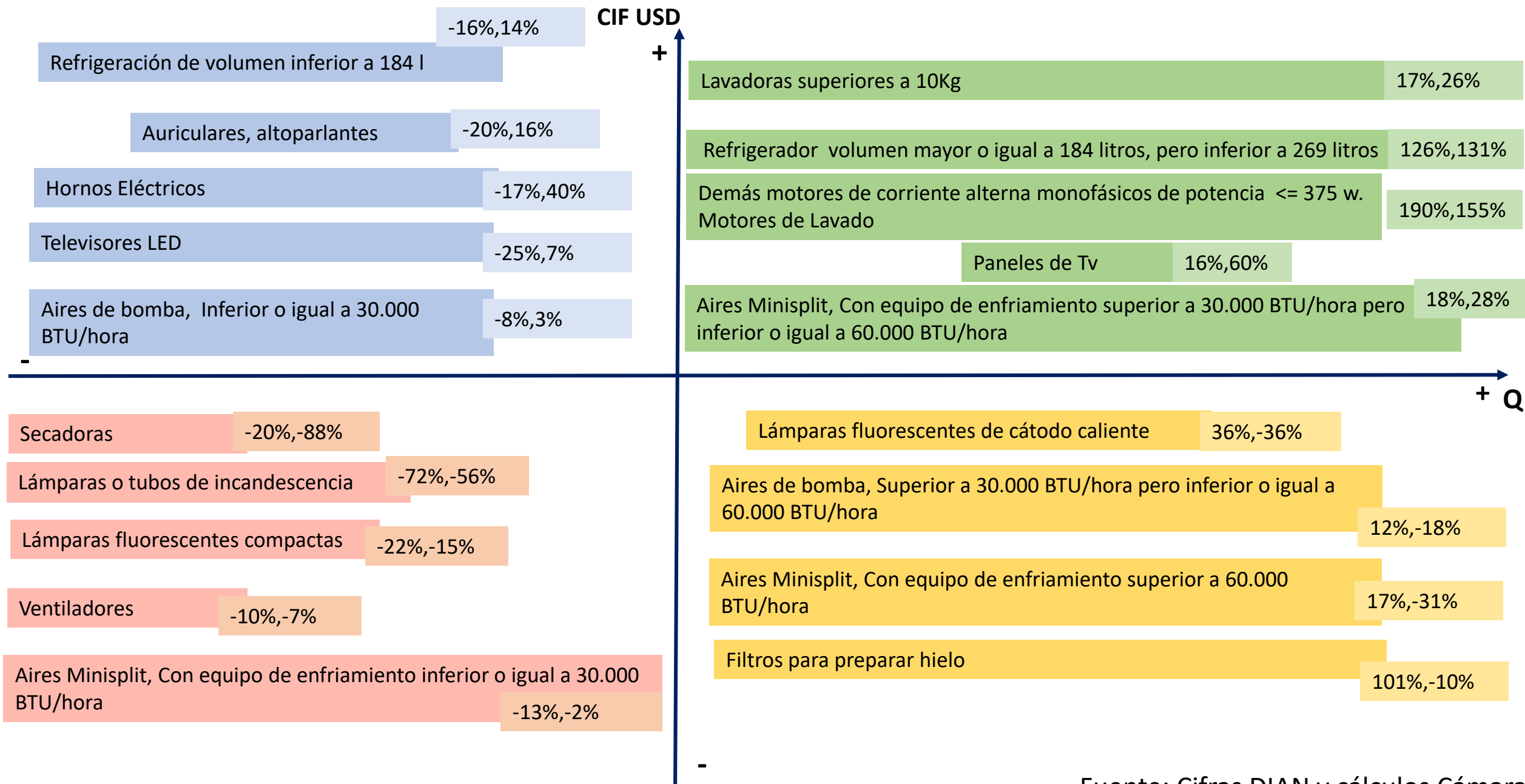


**COMERCIO
EXTERIOR
IMPORTACIONES**

EVOLUCIÓN TOTAL IMPORTACIONES DEL SECTOR

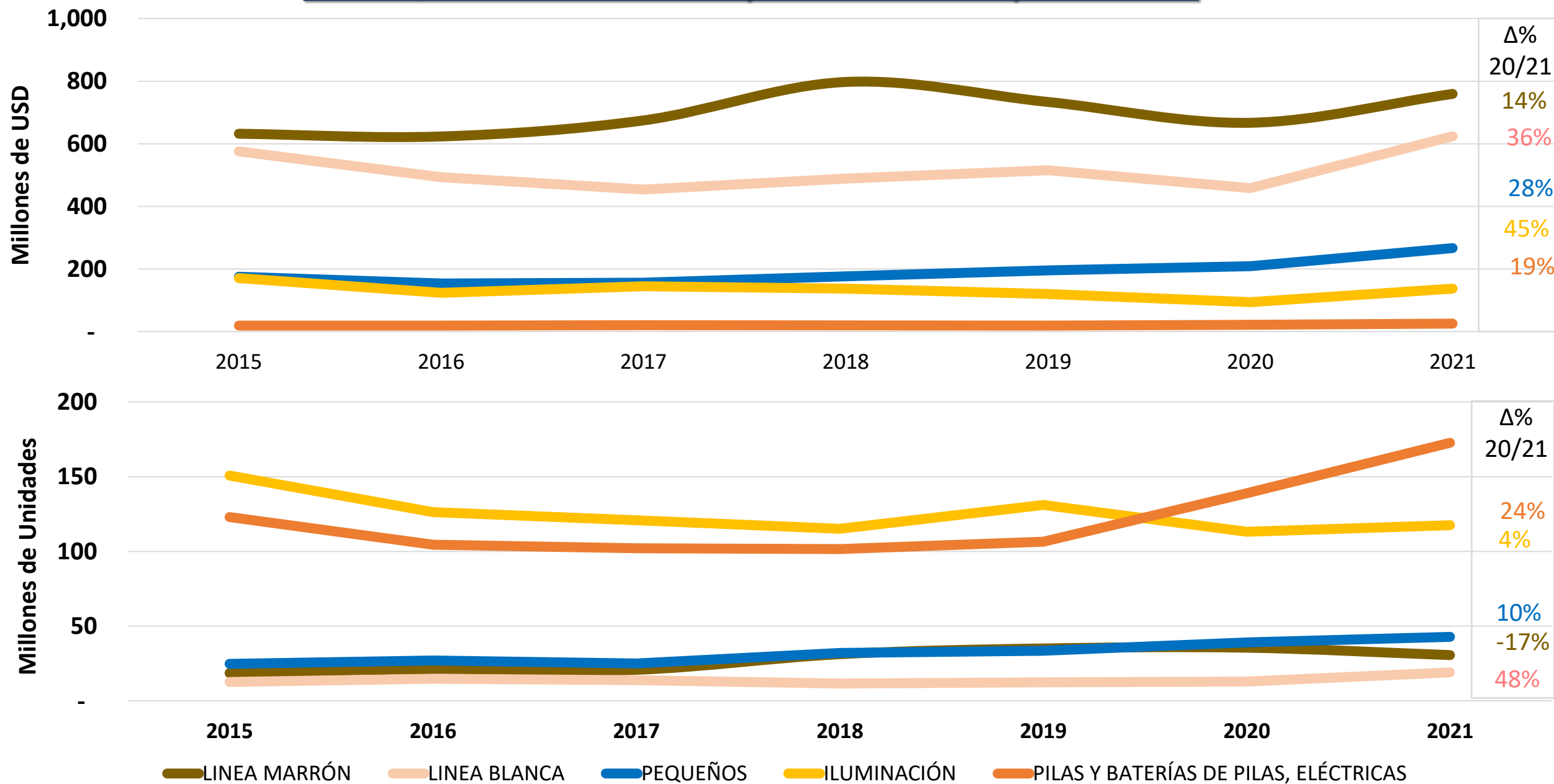


¿Qué pasó con las importaciones en 2021?



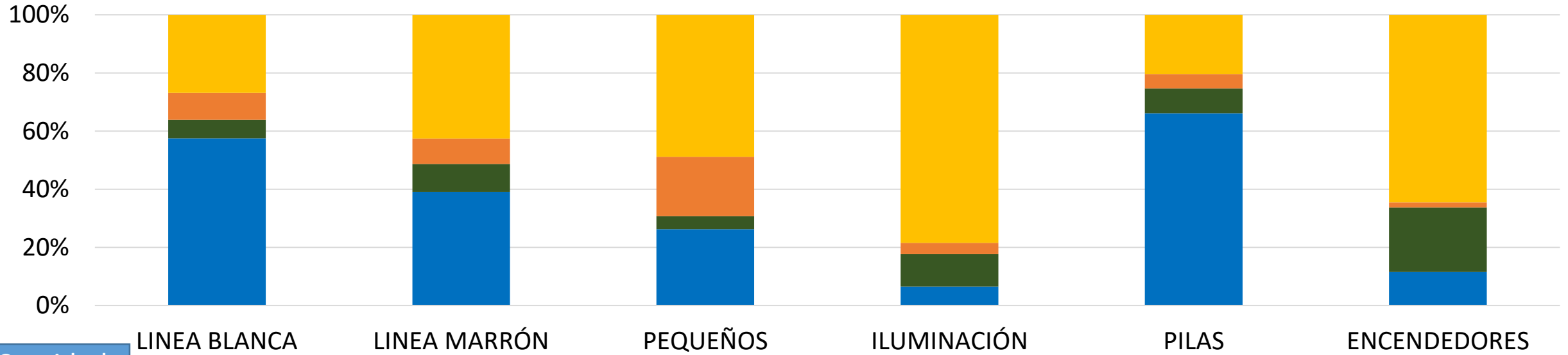
Fuente: Cifras DIAN y cálculos Cámara

Valor/Cantidades Importaciones por línea

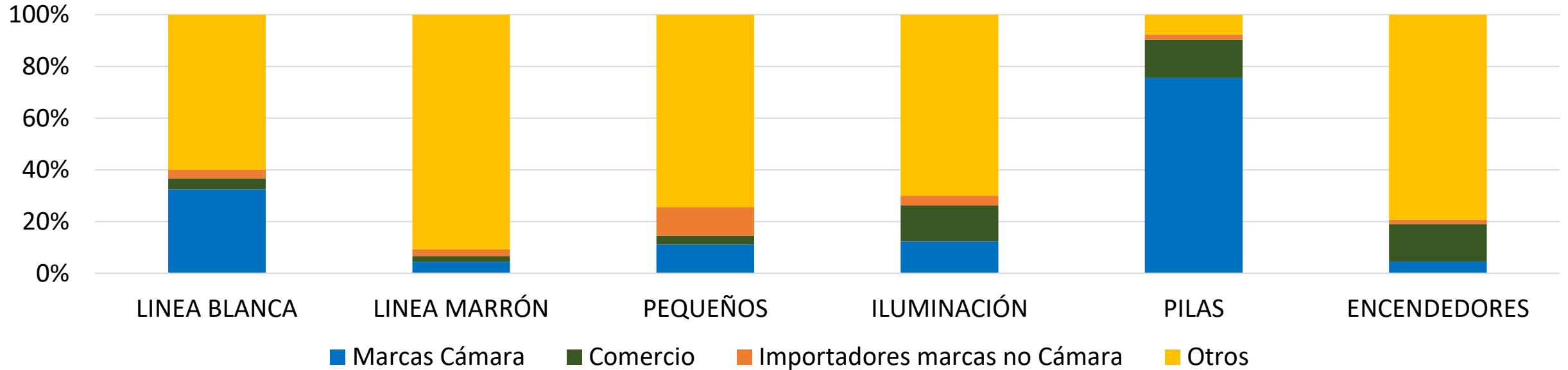


% Valor-Cantidades por líneas y tipo de importadores

Valor

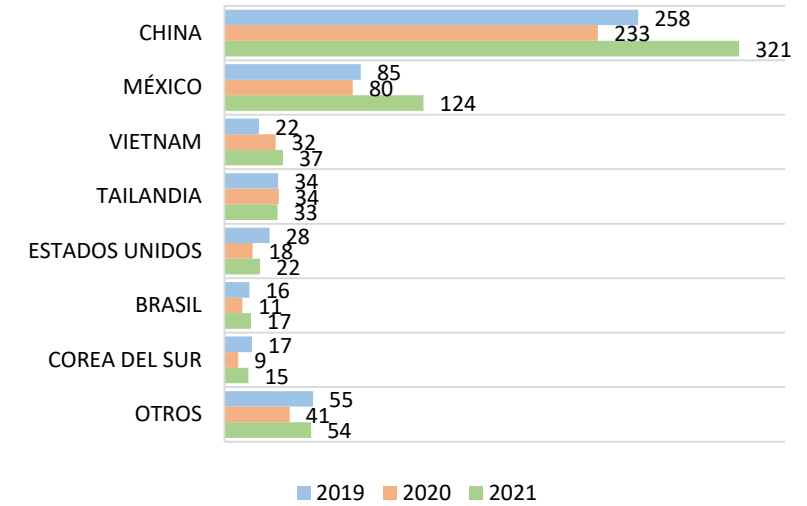
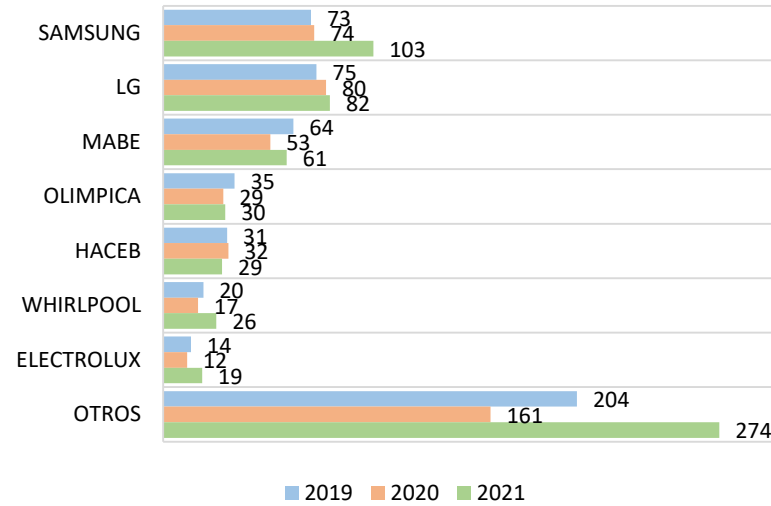
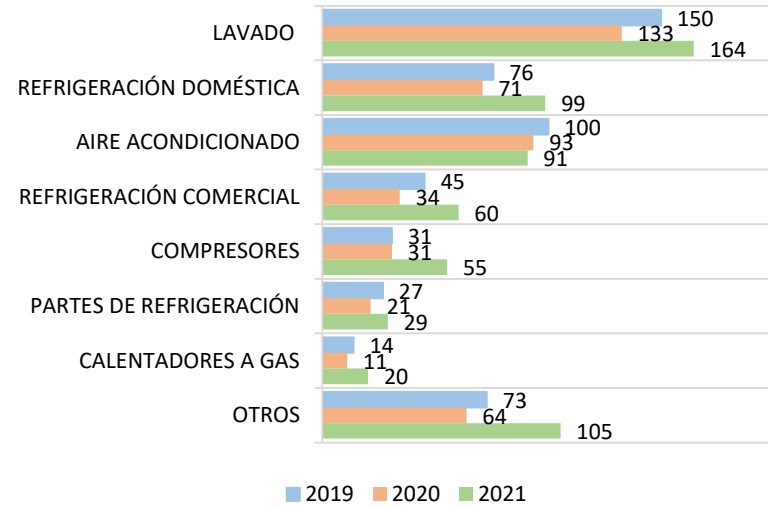


Cantidad

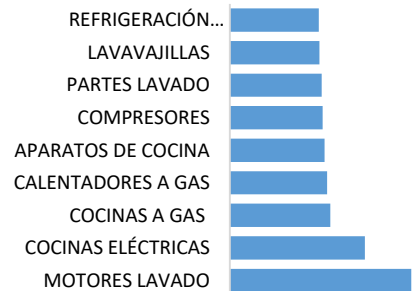


Línea Blanca

2021



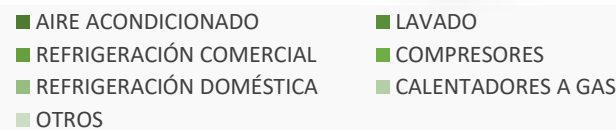
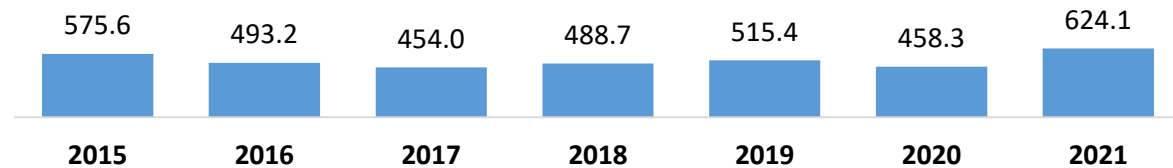
Qué creció



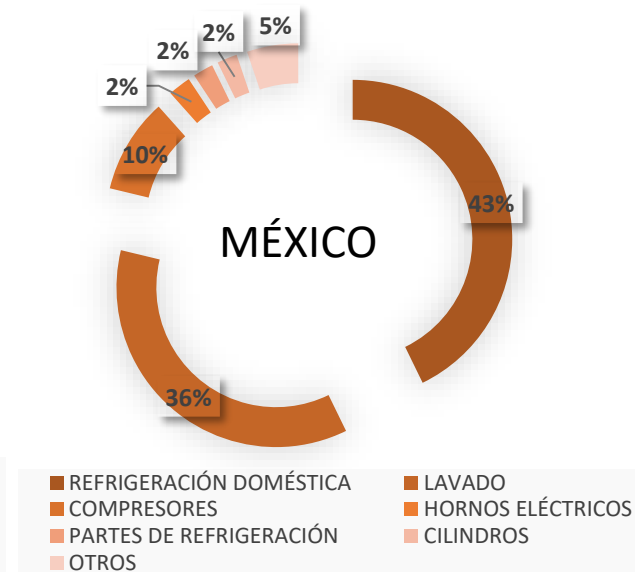
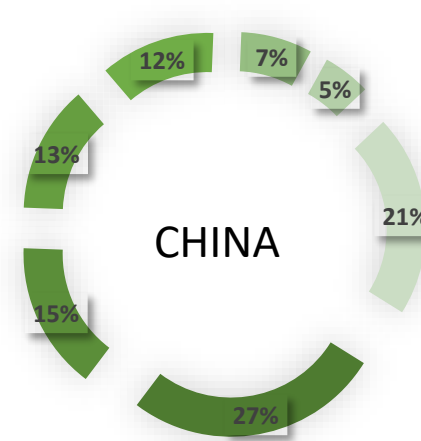
Qué decreció



Importaciones totales LB (M USD)

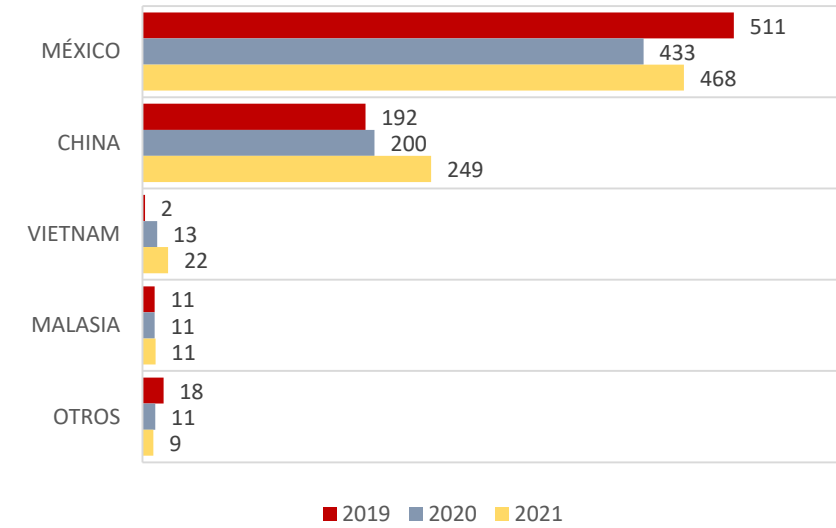
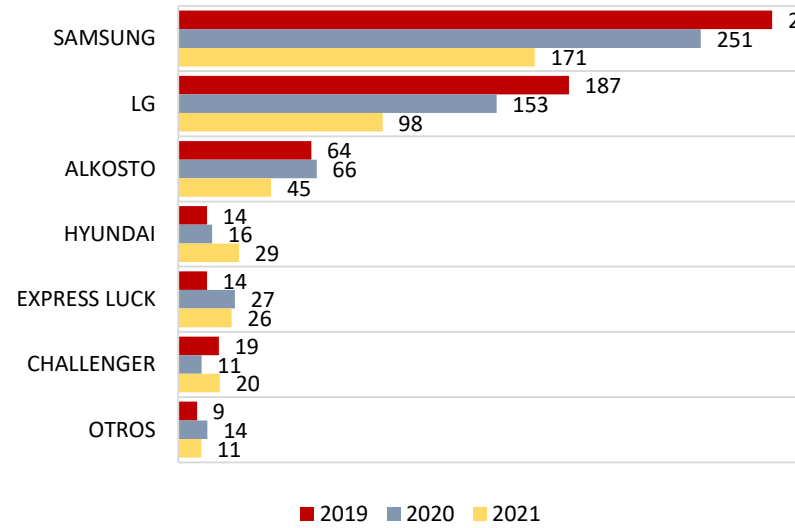
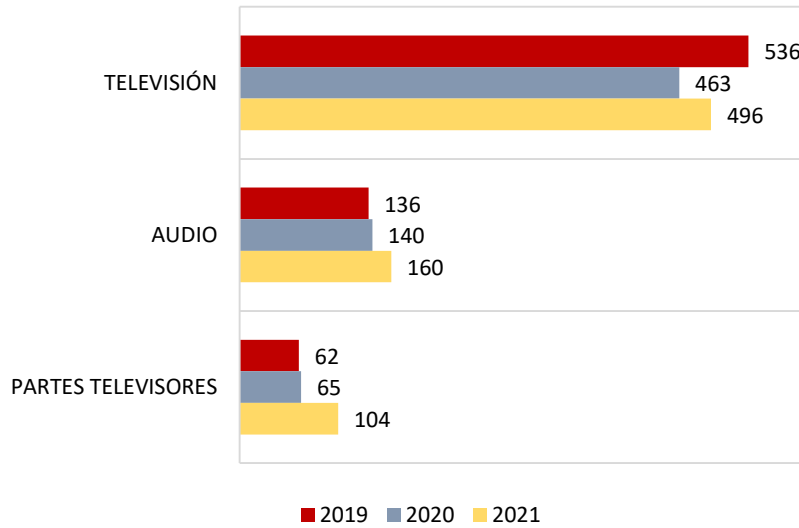


90% de la importaciones

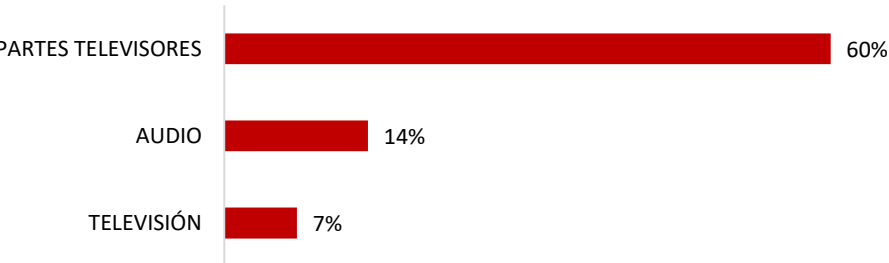


Línea Marrón

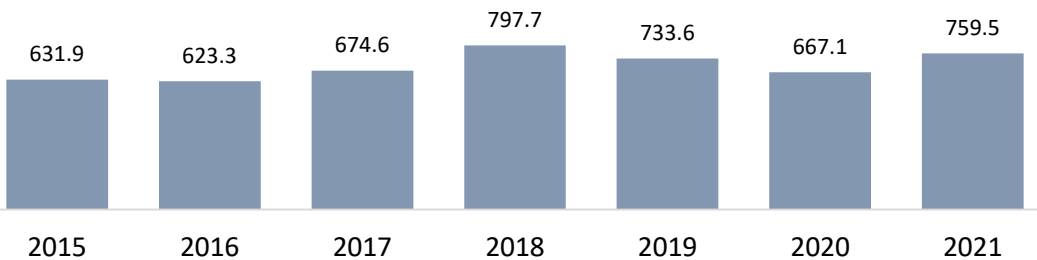
2021



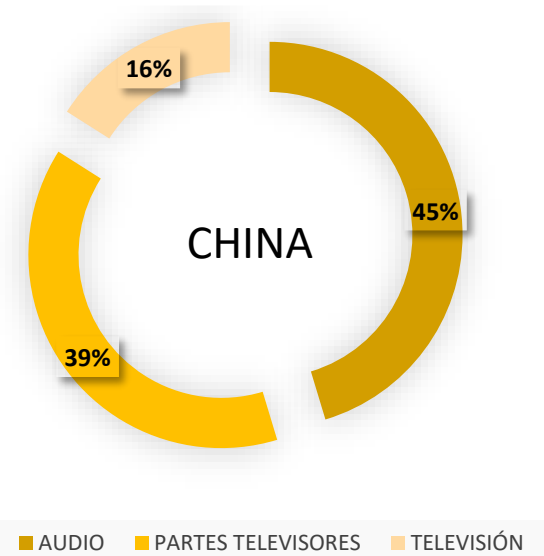
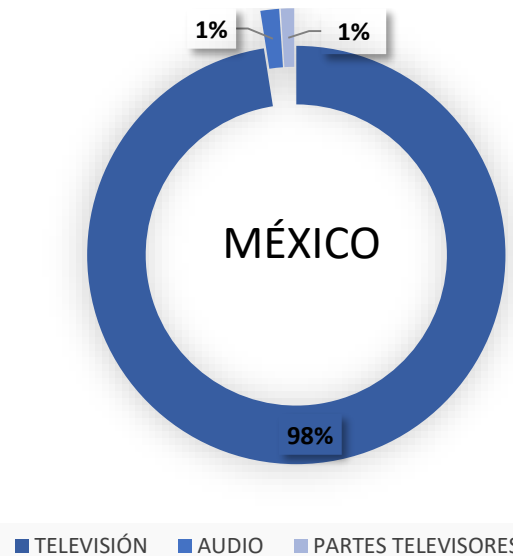
Qué creció



Importaciones totales Ene-Jul LB (M USD)

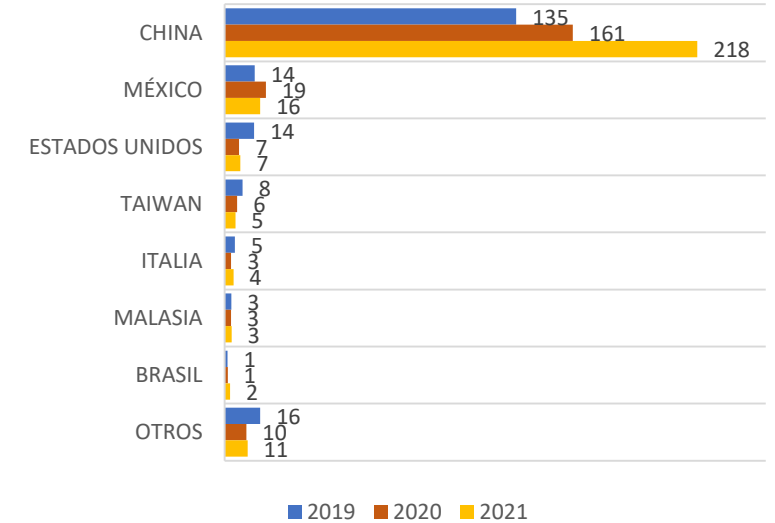
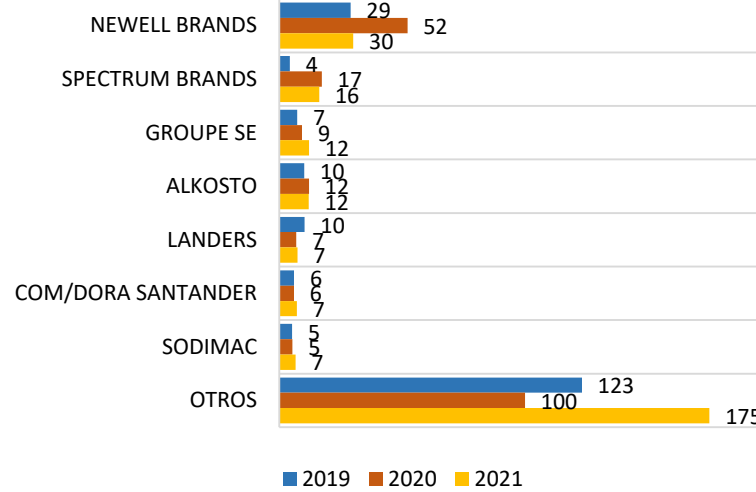
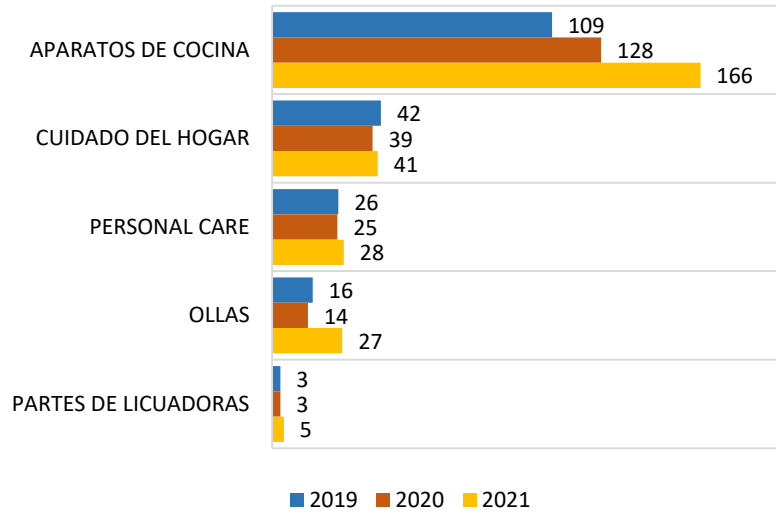


95% de la importaciones

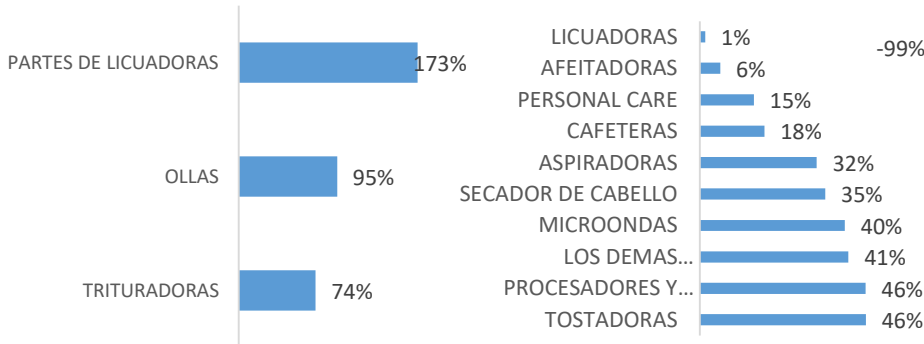


Pequeños

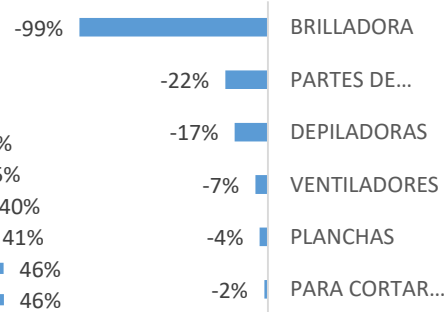
2021



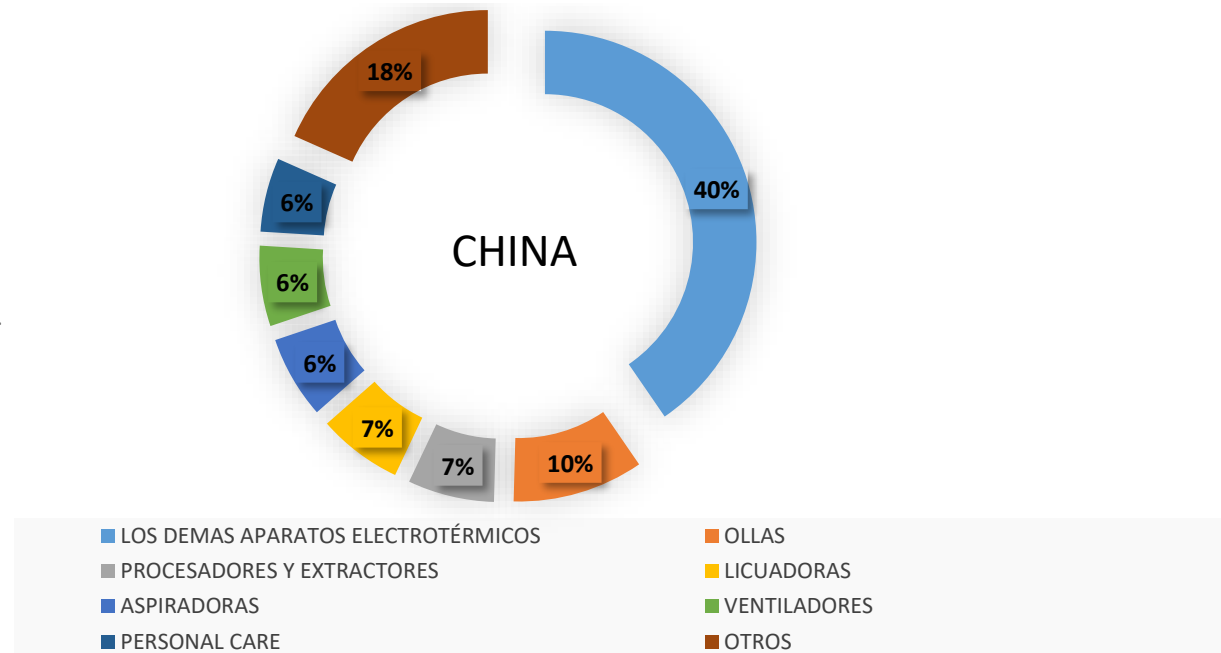
Qué creció



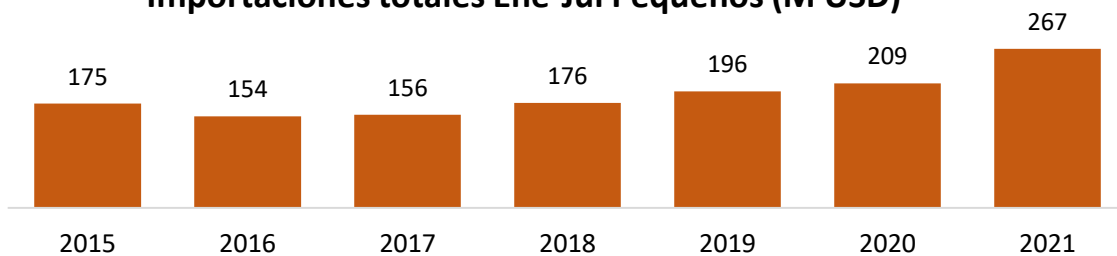
Qué decreció



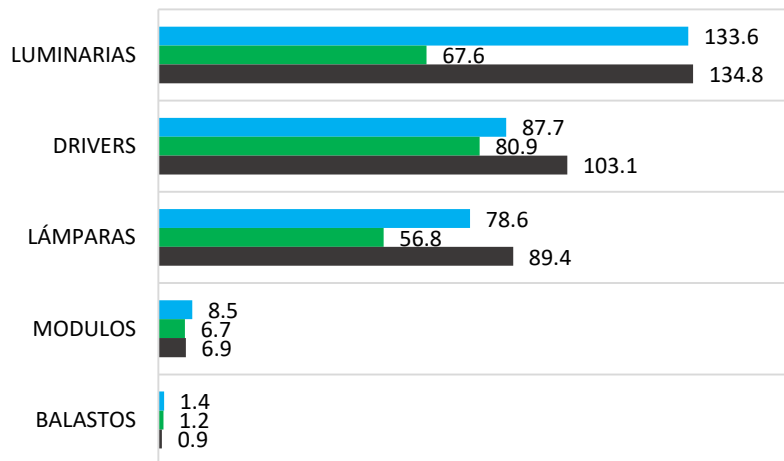
80% de la importaciones



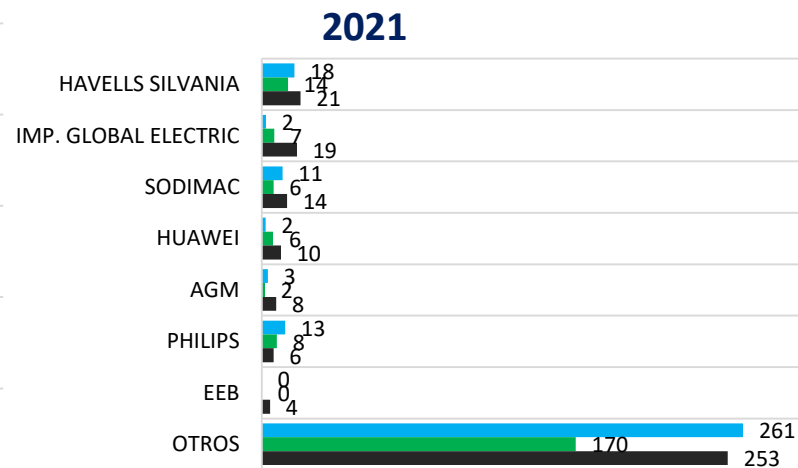
Importaciones totales Ene-Jul Pequeños (M USD)



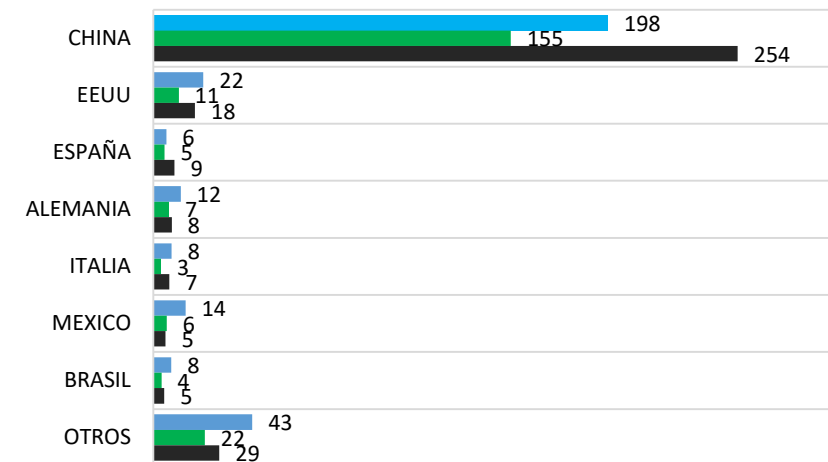
Iluminación



■ 2019 ■ 2020 ■ 2021

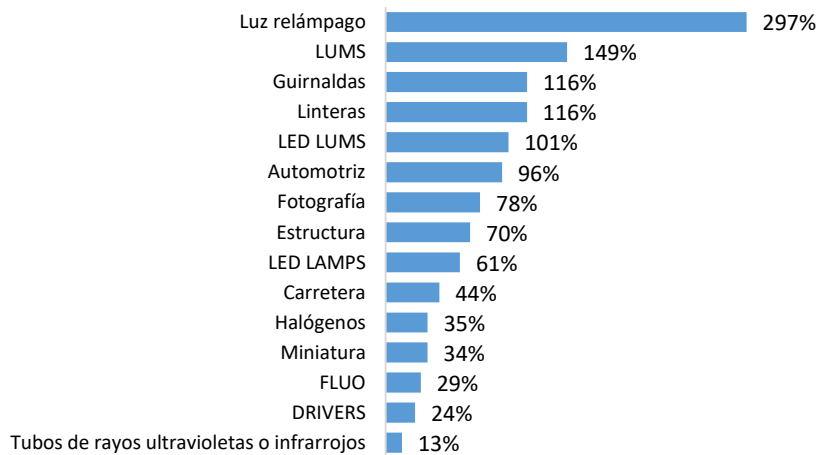


■ 2019 ■ 2020 ■ 2021

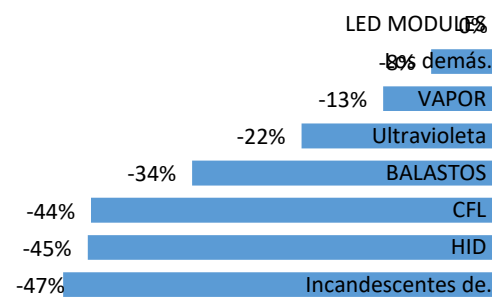


■ 2019 ■ 2020 ■ 2021

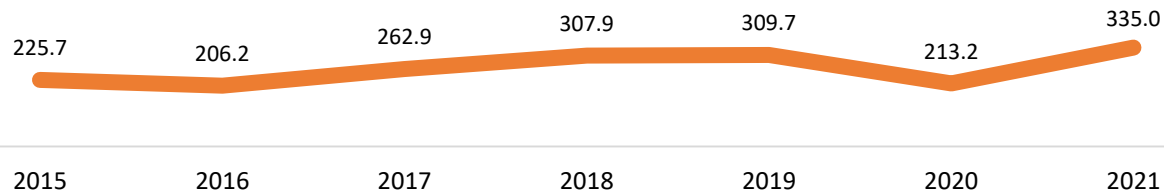
Qué crece



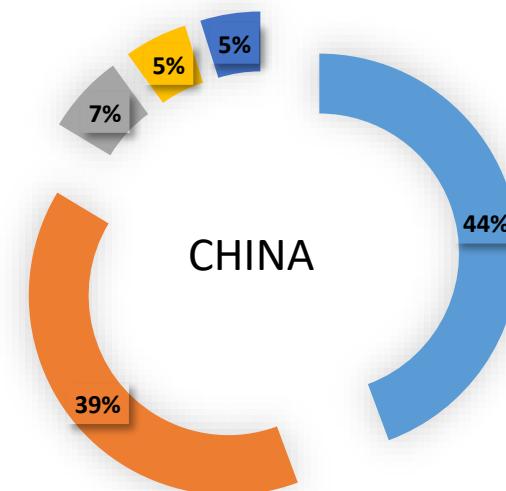
Qué decreció



Importaciones totales Ene-Jul Iluminación (M USD)



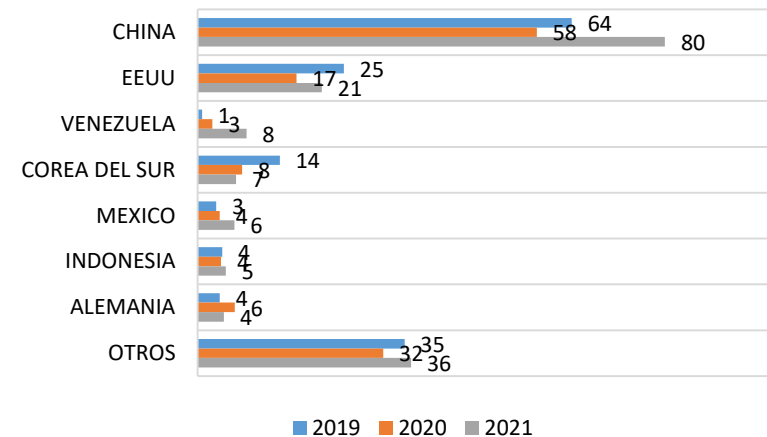
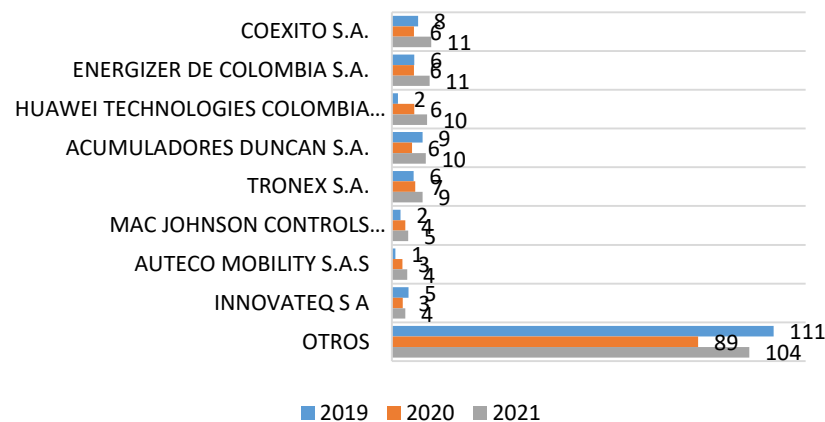
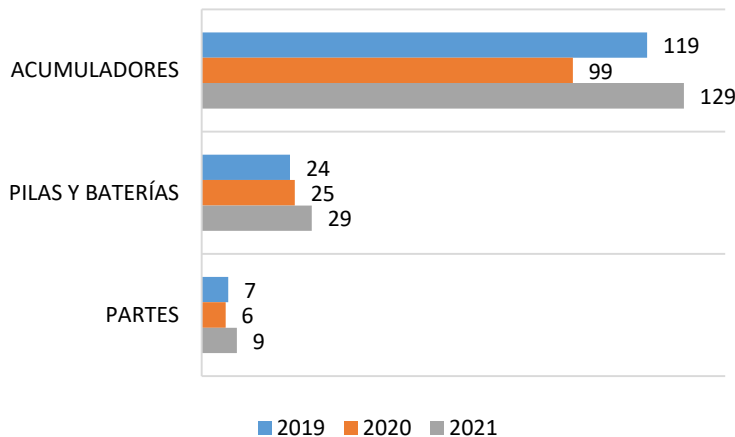
73% de la importaciones



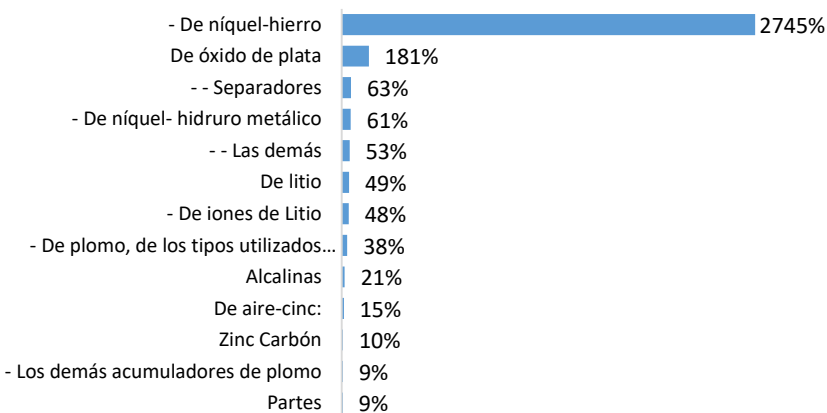
■ DRIVERS ■ LED LAMPS ■ Linteras ■ Guirnalda ■ LUMS ■ LED MODULES

Pilas

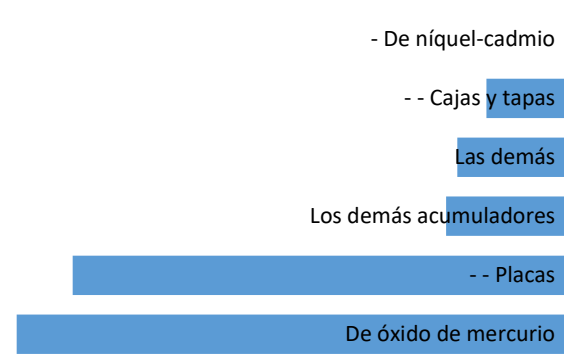
2021



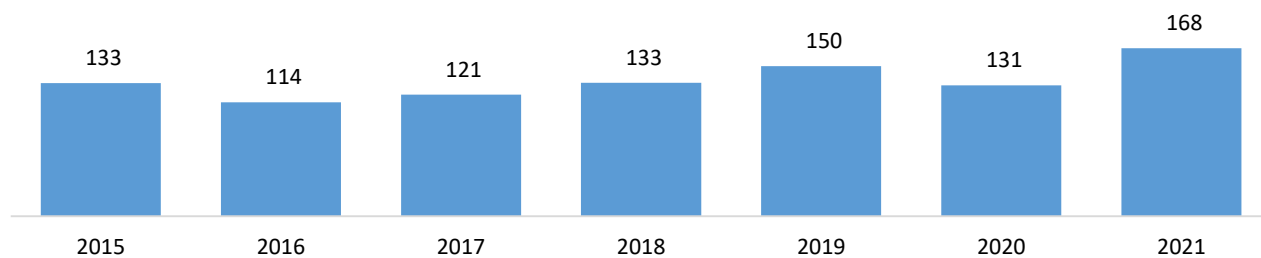
Qué crece



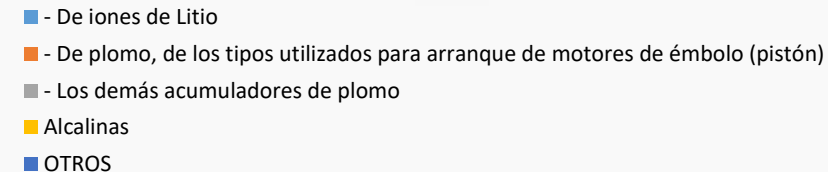
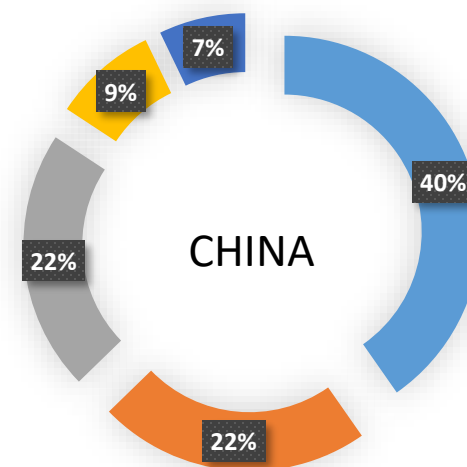
Qué decrece



Importaciones totales Ene-Jul Pilas (M USD)



50% de la importaciones

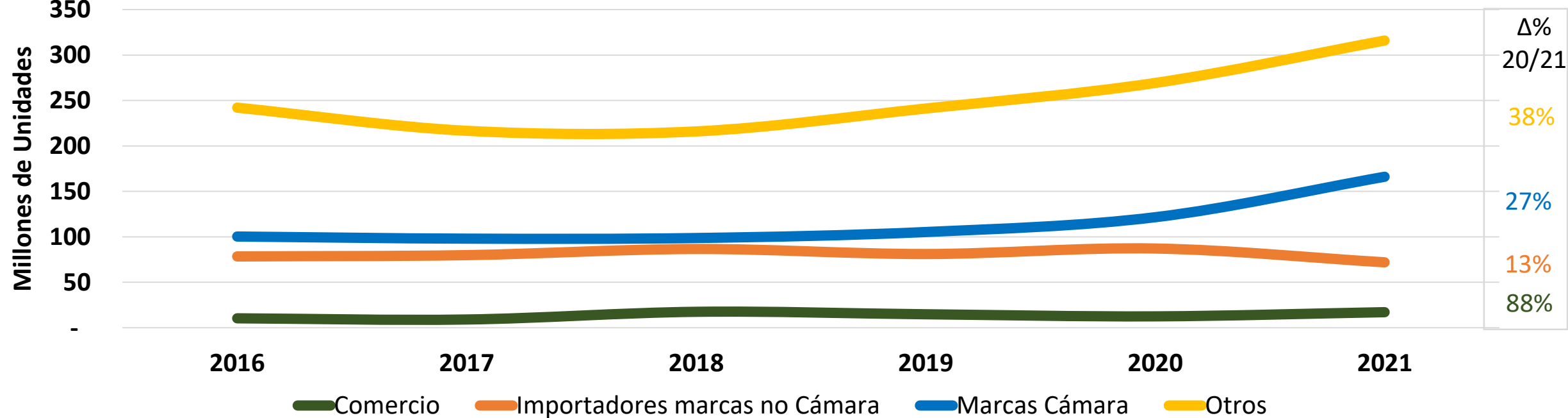
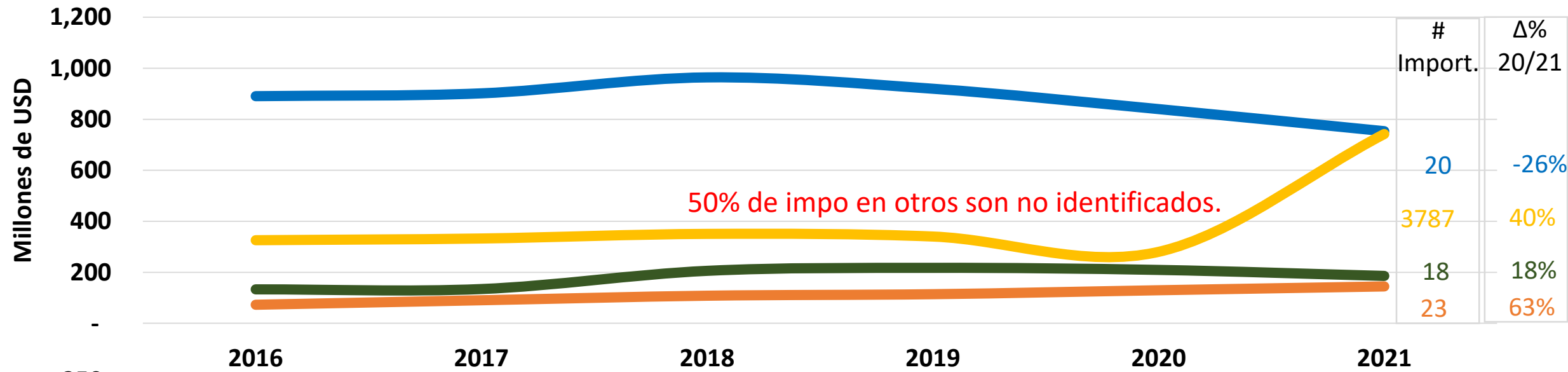




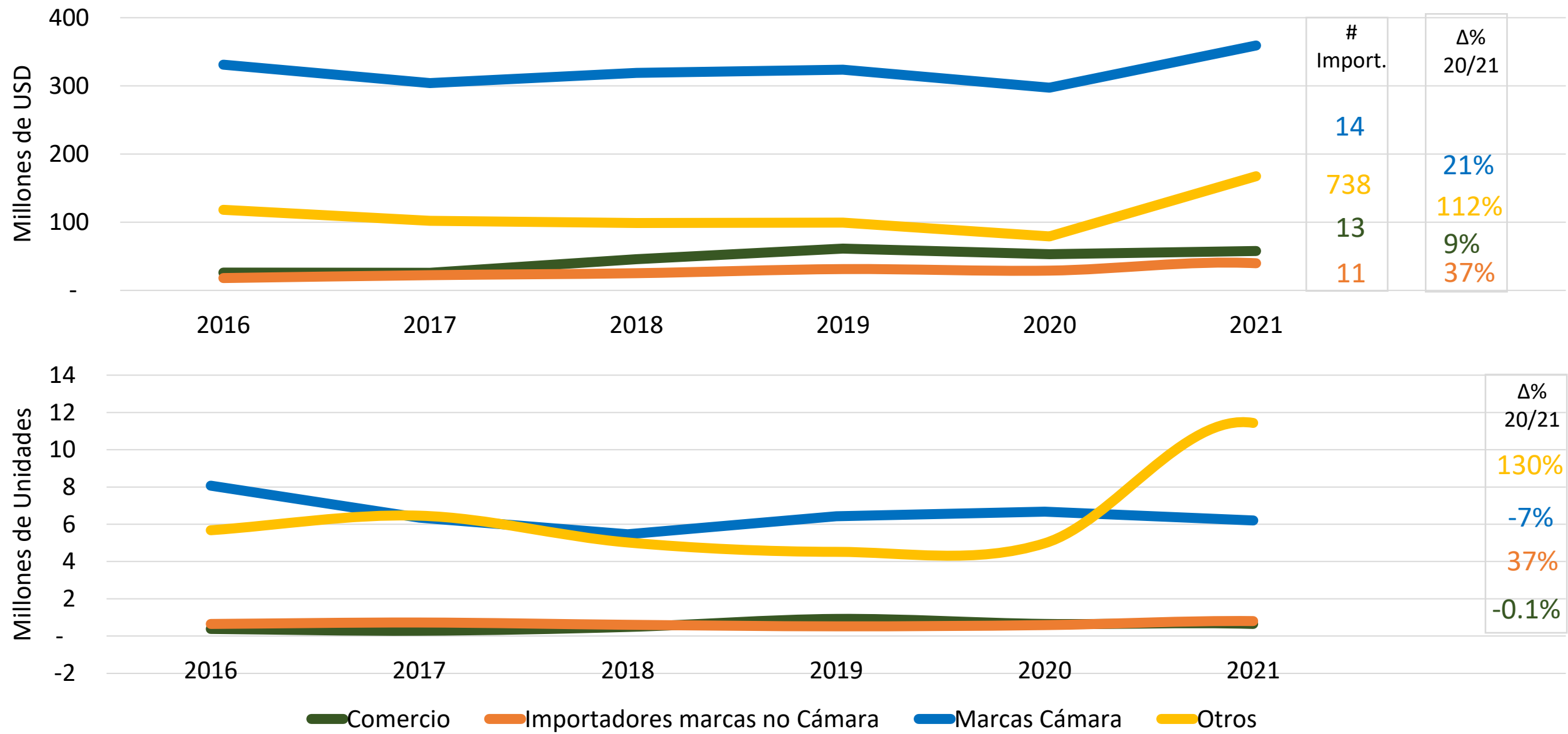
TIPOS DE IMPORTADORES

- COMERCIOS
- CÁMARA
- NO CÁMARA
- OTROS

Valor/Cantidades importaciones total electro por tipo de importador

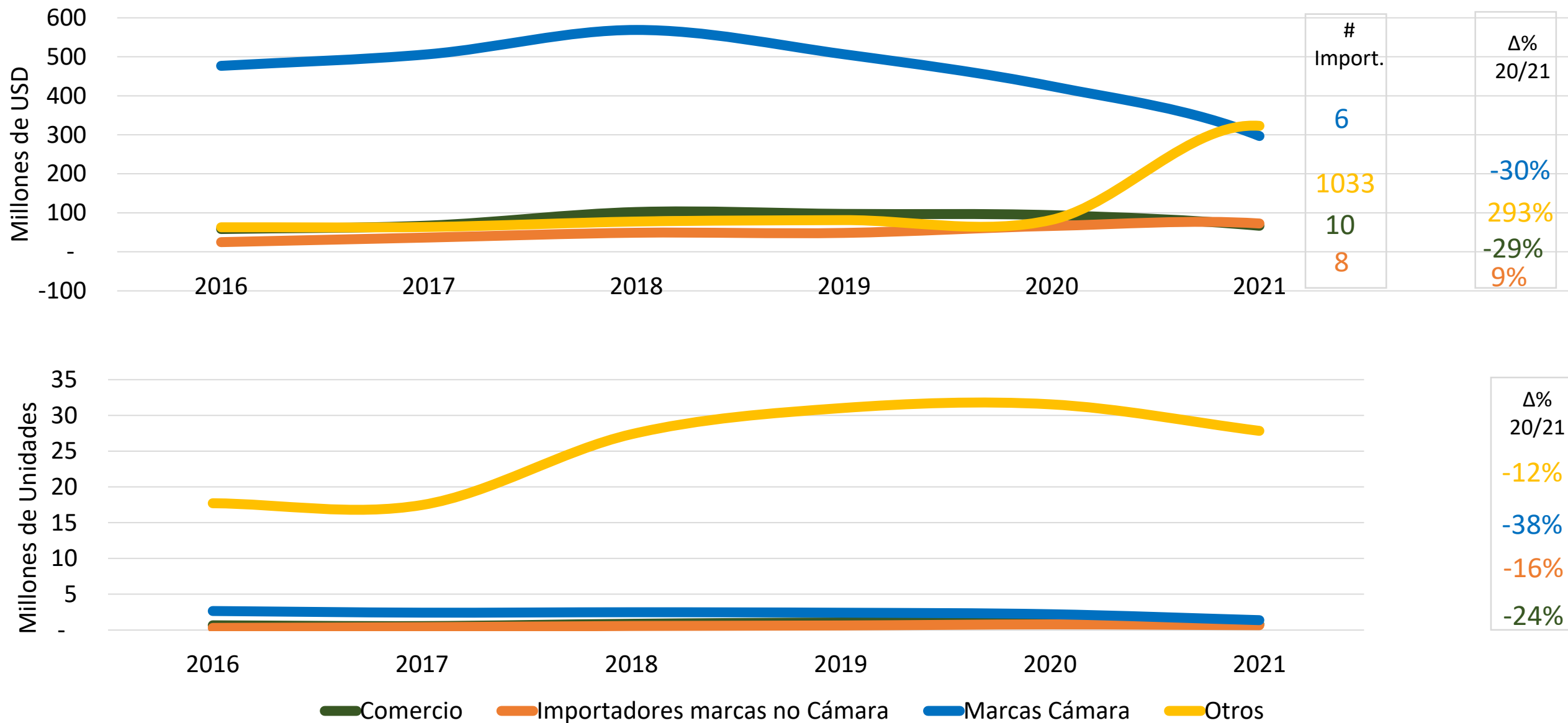


Valor/Cantidades impo línea blanca por tipo de importador

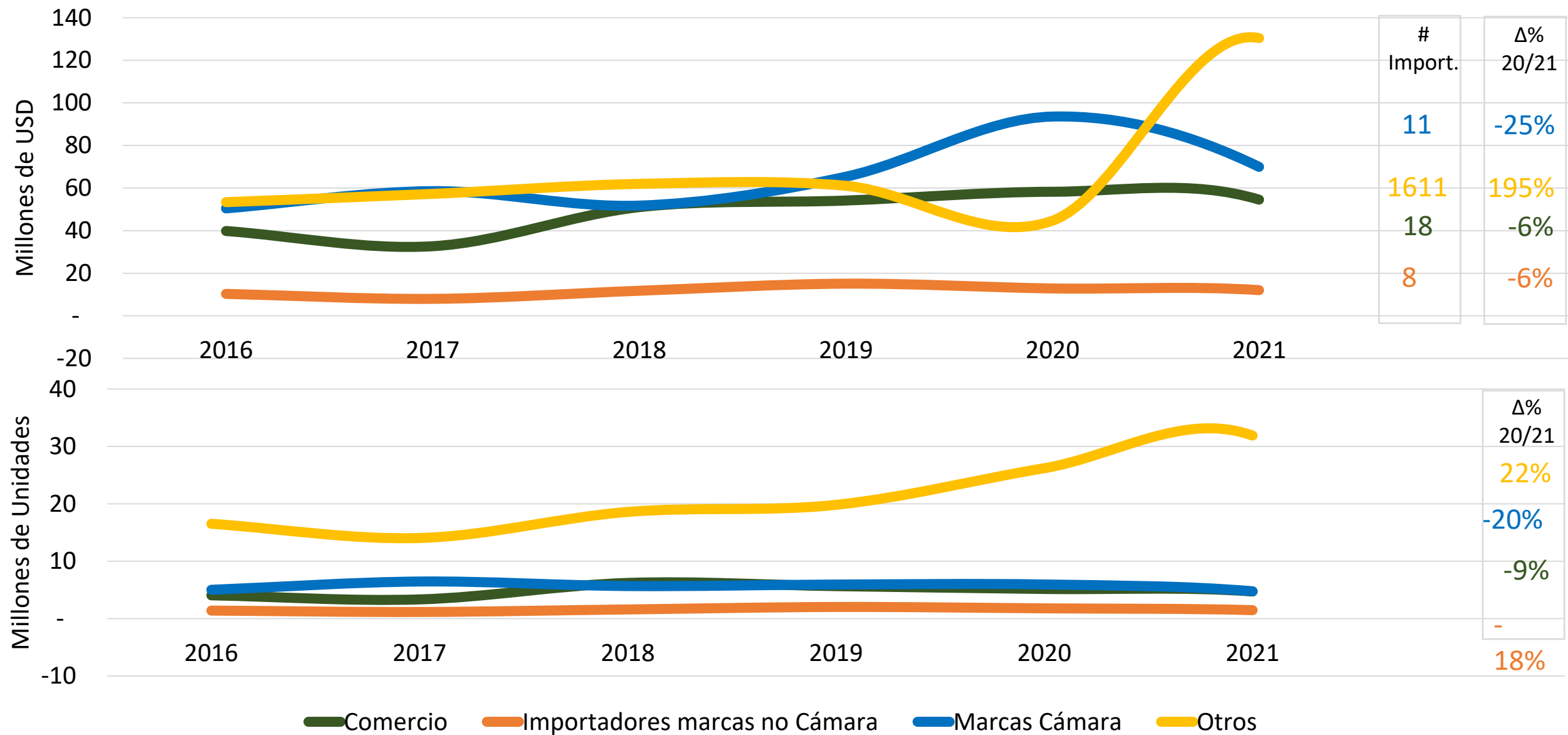


Fuente: Cifras DIAN y cálculos Cámara

Valor-cantidades impo línea marrón por tipo de importador

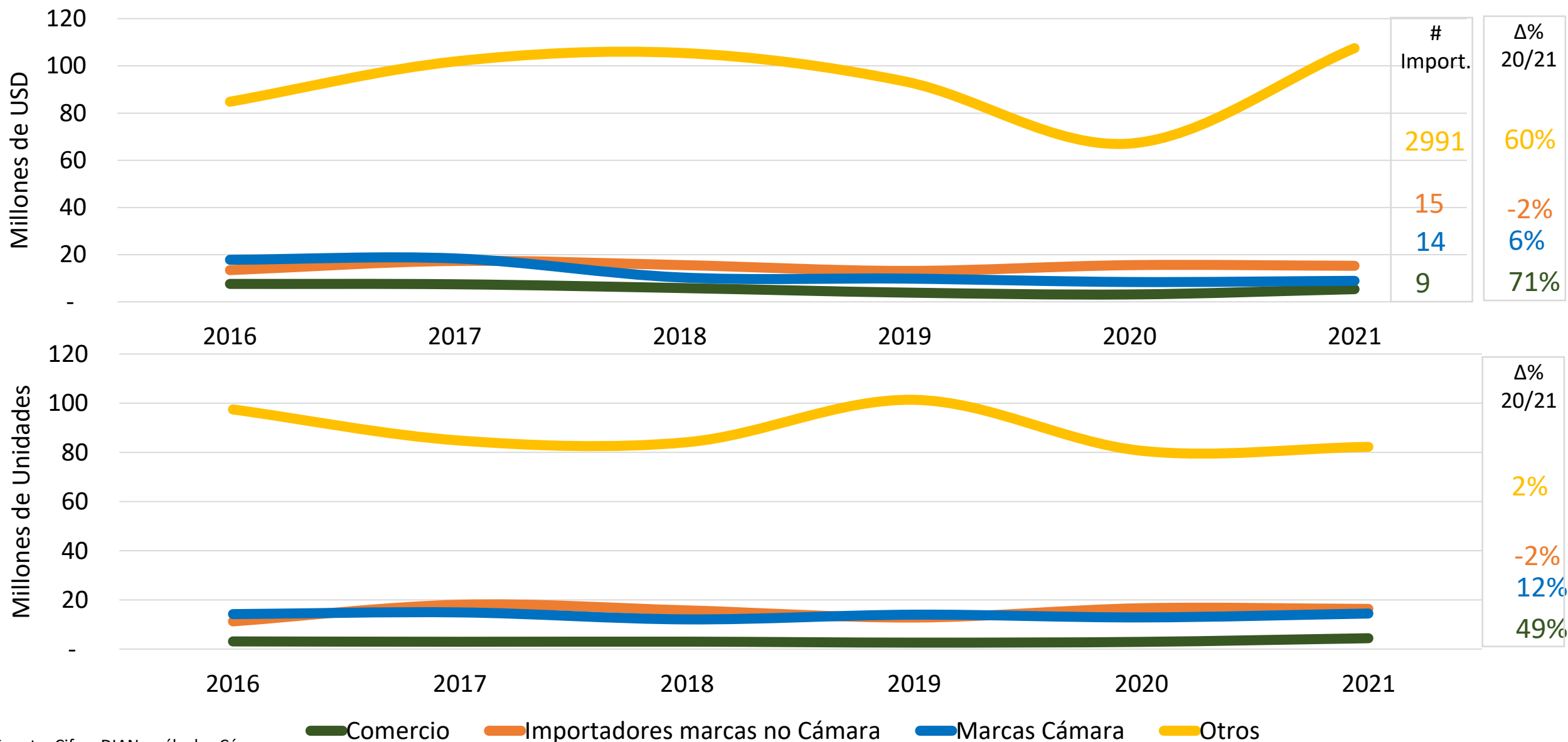


Valor-cantidades impo pequeños por tipo de importador



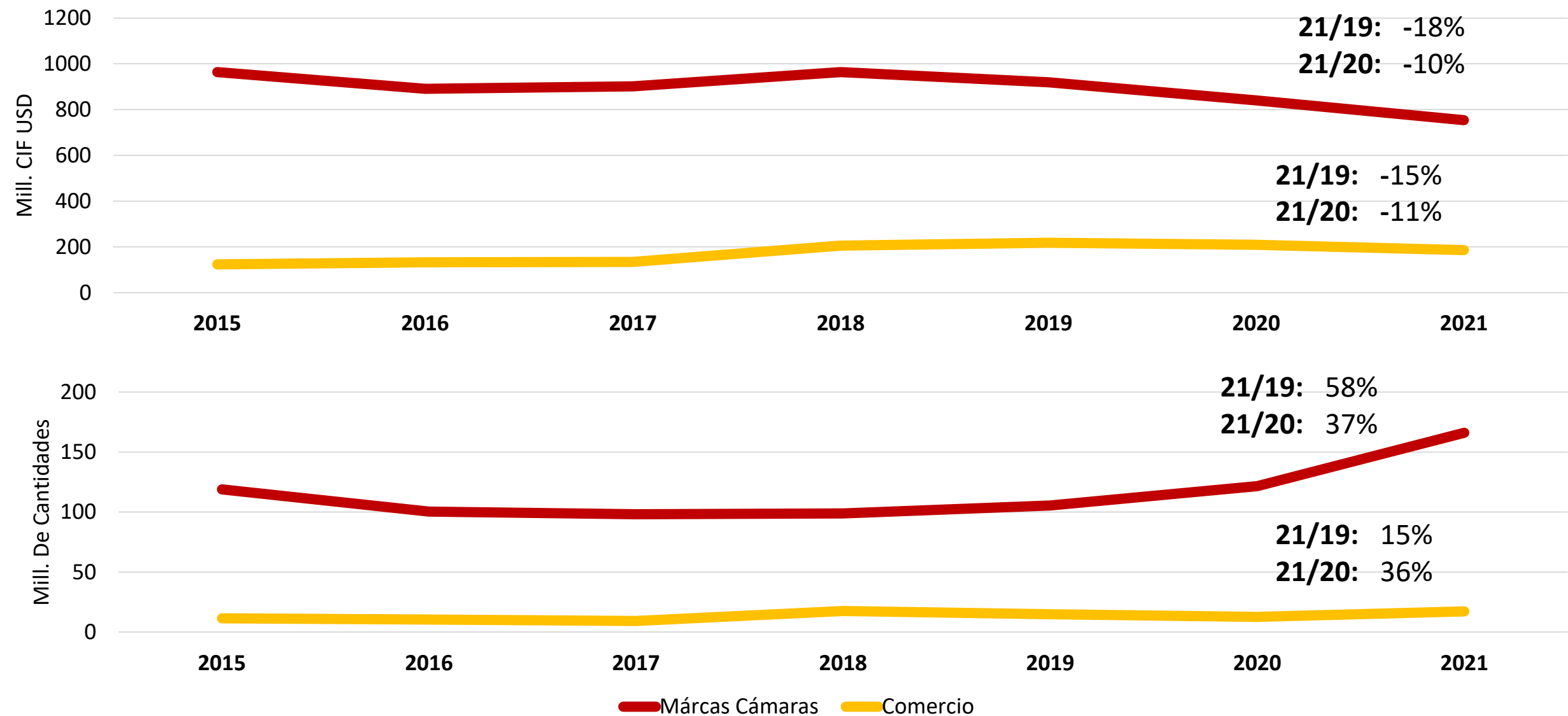
Fuente: Cifras DIAN y cálculos Cámara

Valor-cantidades impo iluminación por tipo de importador



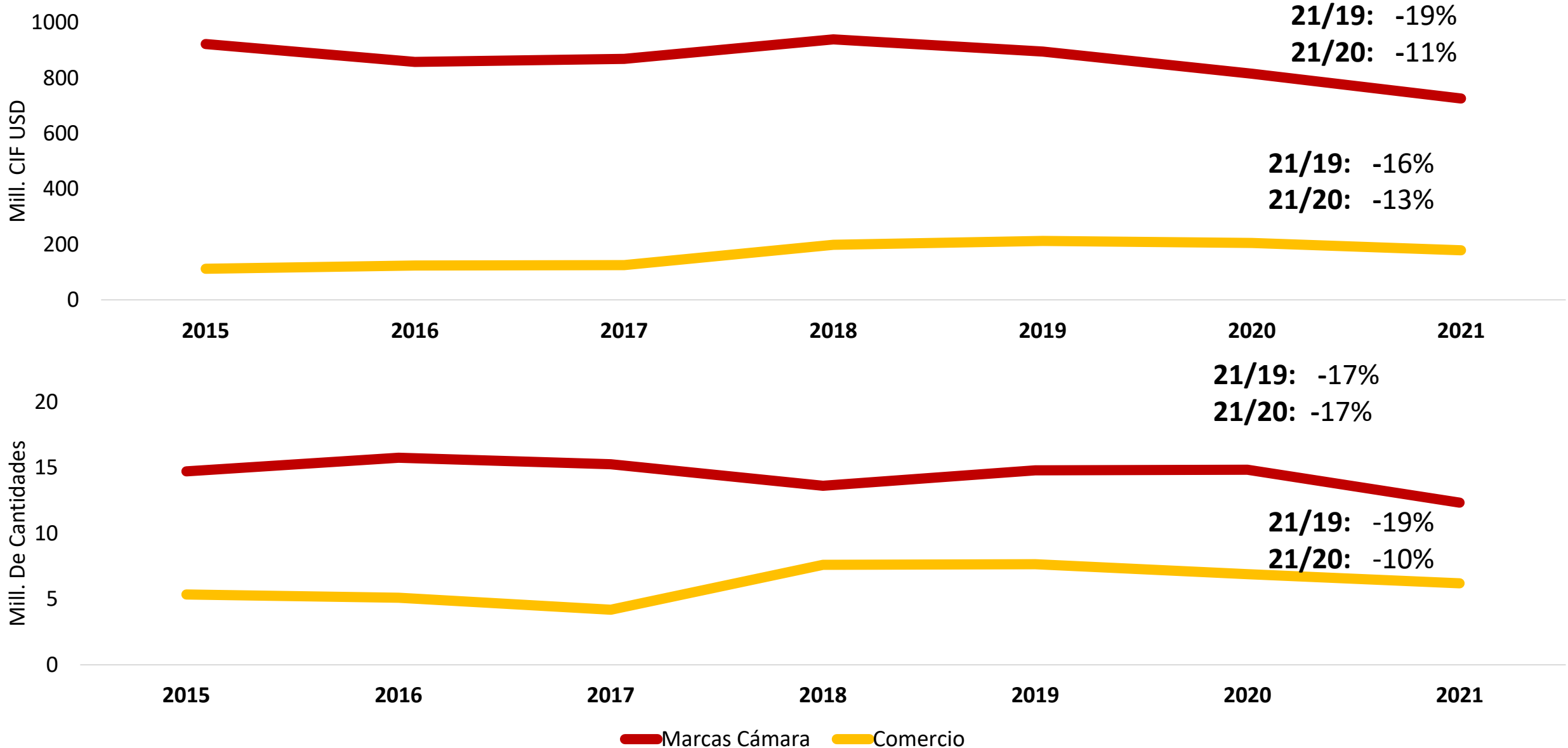
VALOR DE LAS IMPORTACIONES POR TAMAÑOS DE COMERCIOS

Valor/Cantidades impo de electro Comercios vs Cámara



Valor/Cantidades impo de electro Comercios vs Cámara

(Sin iluminación, pilas y encendedores)



Grandes:

- Colombiana de Comercio S.A.
- Almacenes Éxito S.A
- Koba Colombia S A S
- Sodimac Colombia S A
- Pricesmart Colombia S.A.S.
- Falabella de Colombia S A
- Supertiendas Y Droguerías Olímpica S.A.

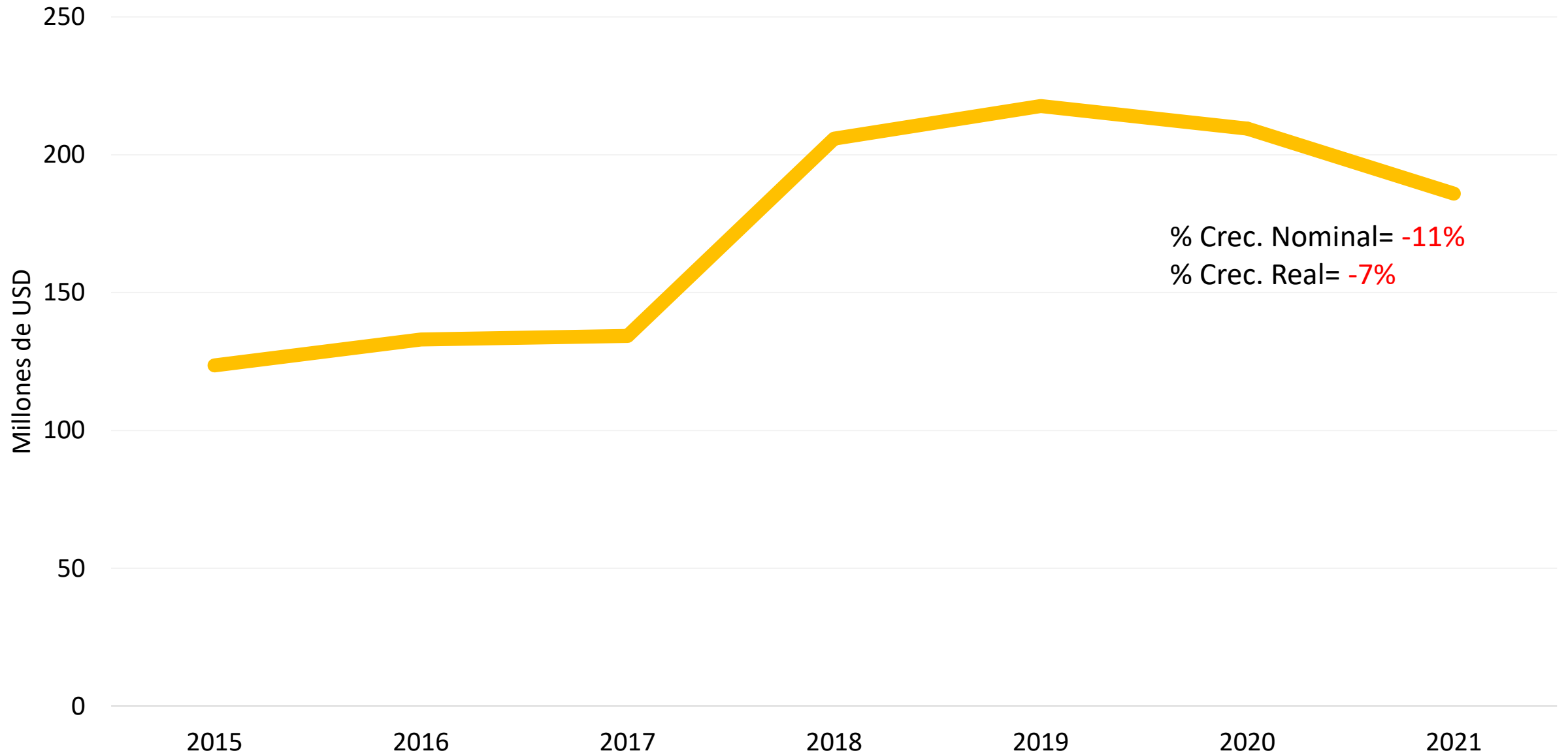
Medianos:

- Cencosud Colombia S.A
- Panamericana Librería y Papelería SA
- Continente S A
- Booz Inversiones SAS
- Comercializadora Santander S.A.
- Jerónimo Martins Colombia S.A.S.
- Meico S.A

Pequeños:

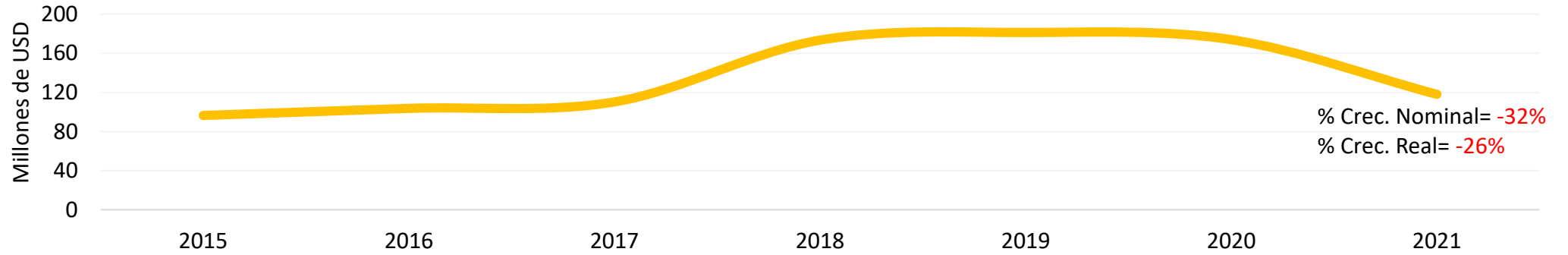
- Almacenes Máximo S.A.
- Strong Machine SAS
- Casamagna S.A
- Gama Colombia LTDA

Valor impto de electro Comercios

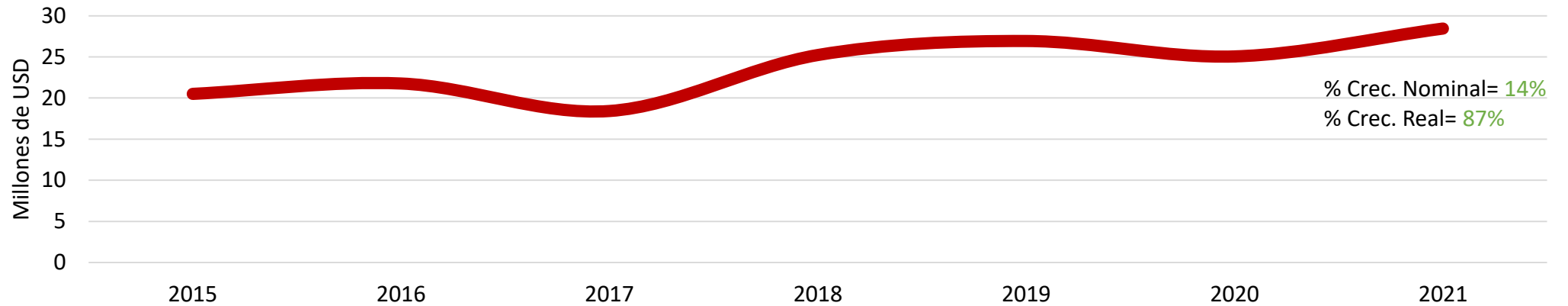


Valor impto de electro por tipo de Comercios

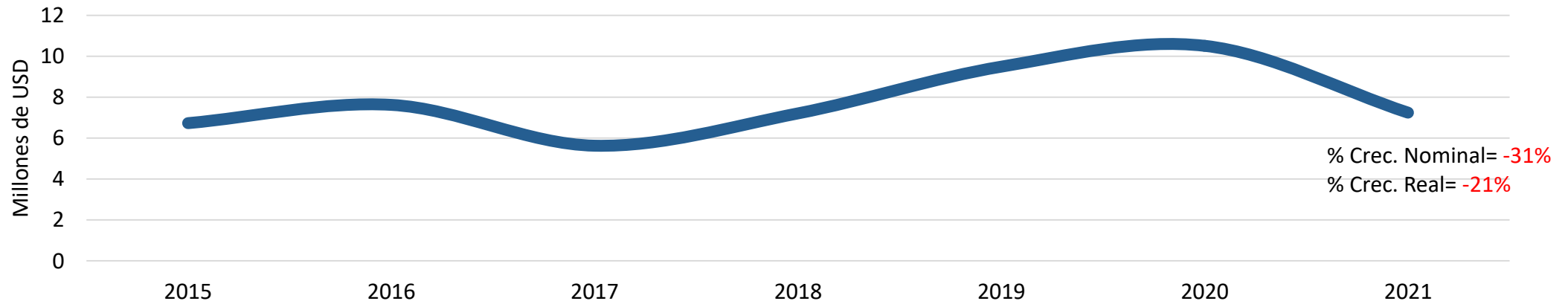
GRANDES



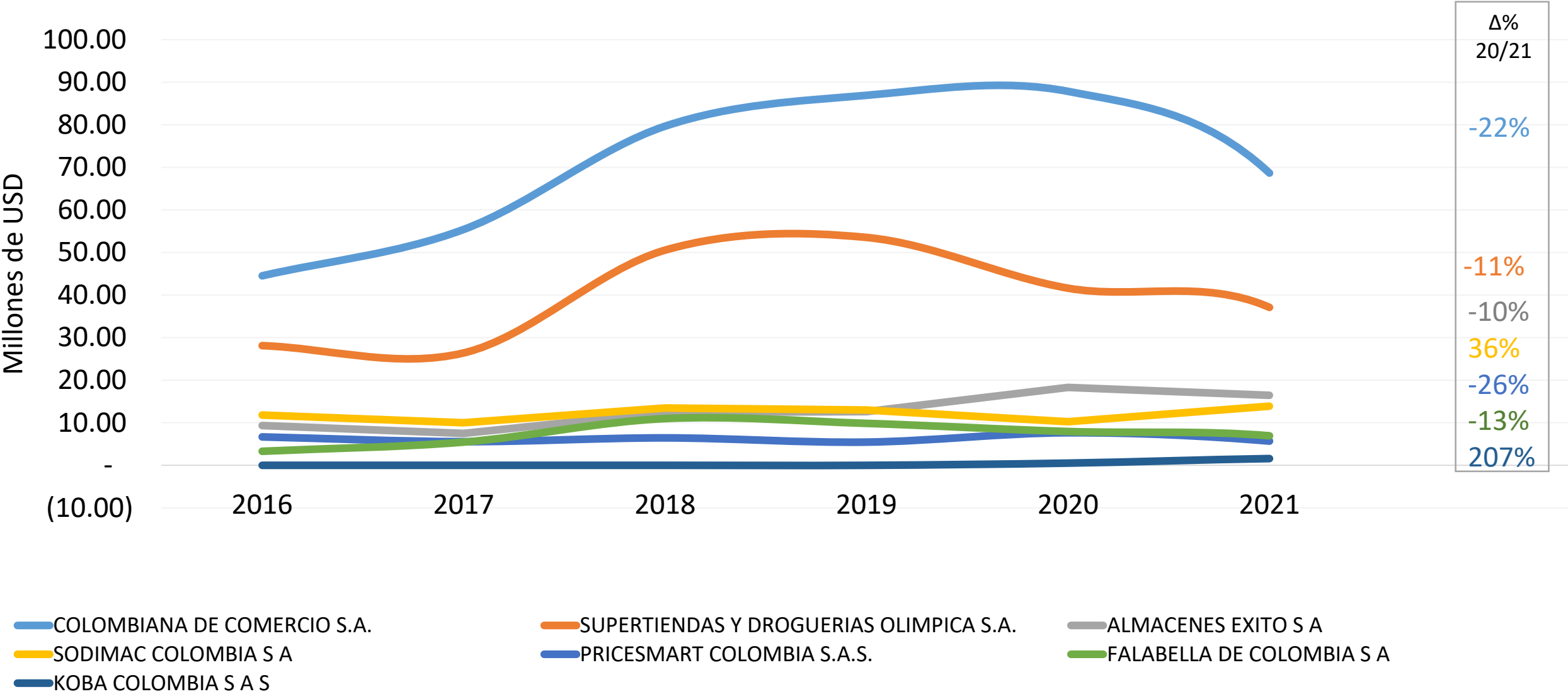
MEDIANOS



PEQUEÑOS

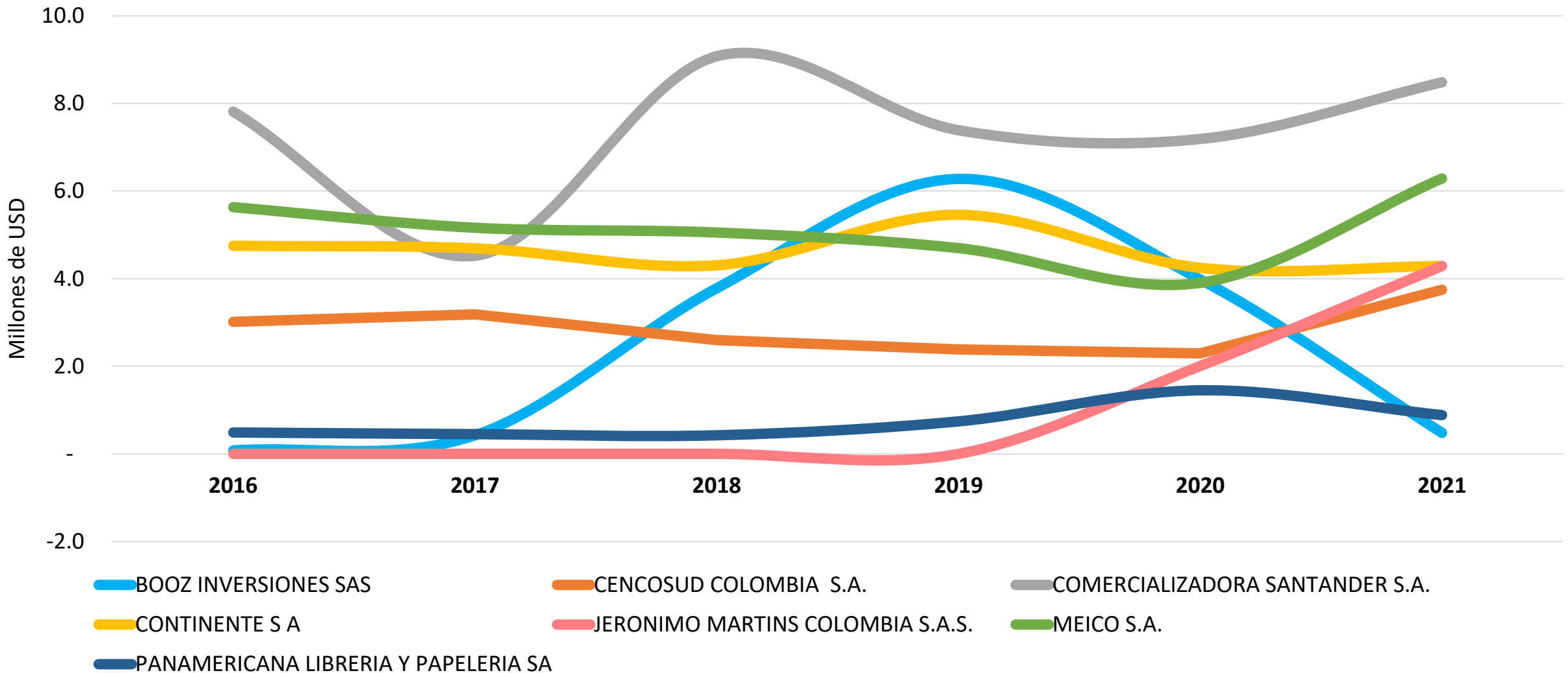


Importaciones de electro Comercios Grandes



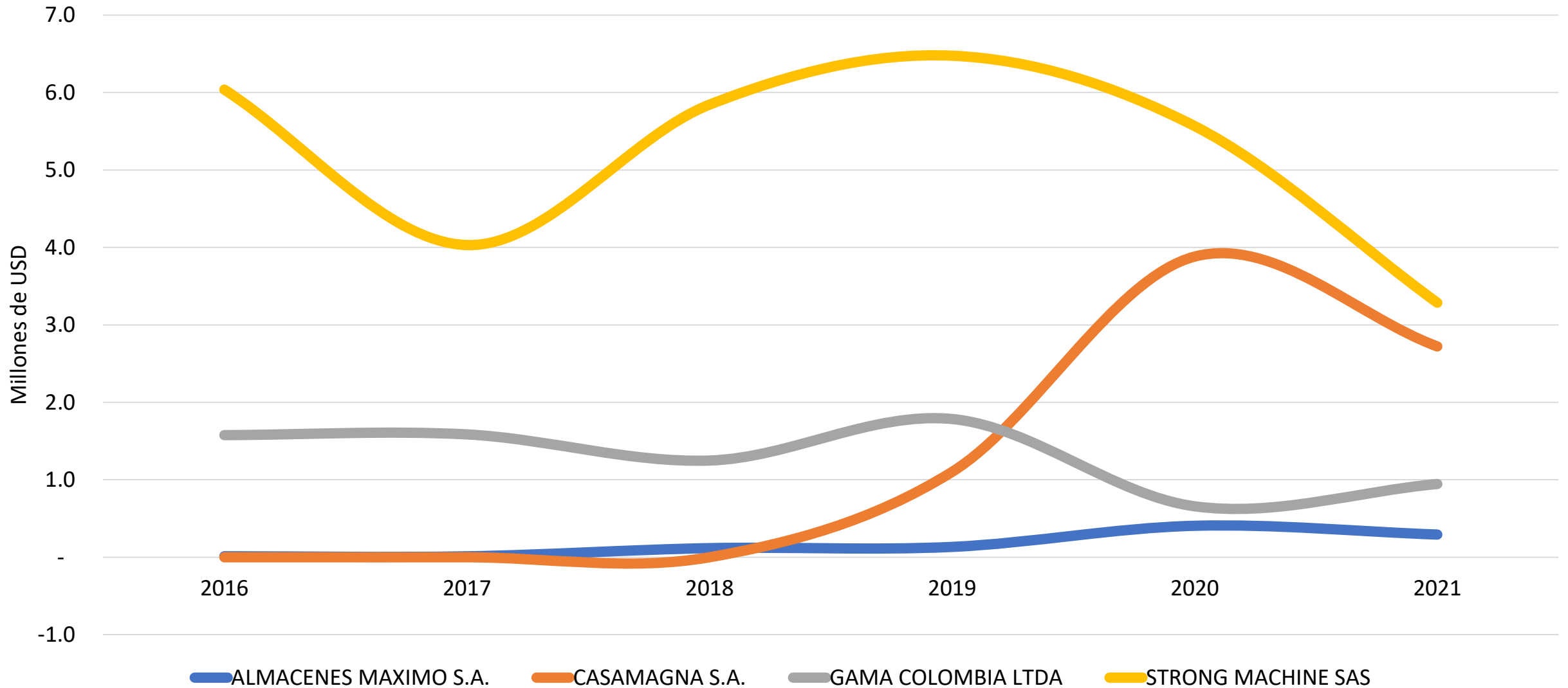
Fuente: Cifras DIAN y cálculos Cámara

Importaciones de electro Comercio Medianos



Fuente: Cifras DIAN y cálculos Cámara

Importaciones de electro Comercio Pequeños



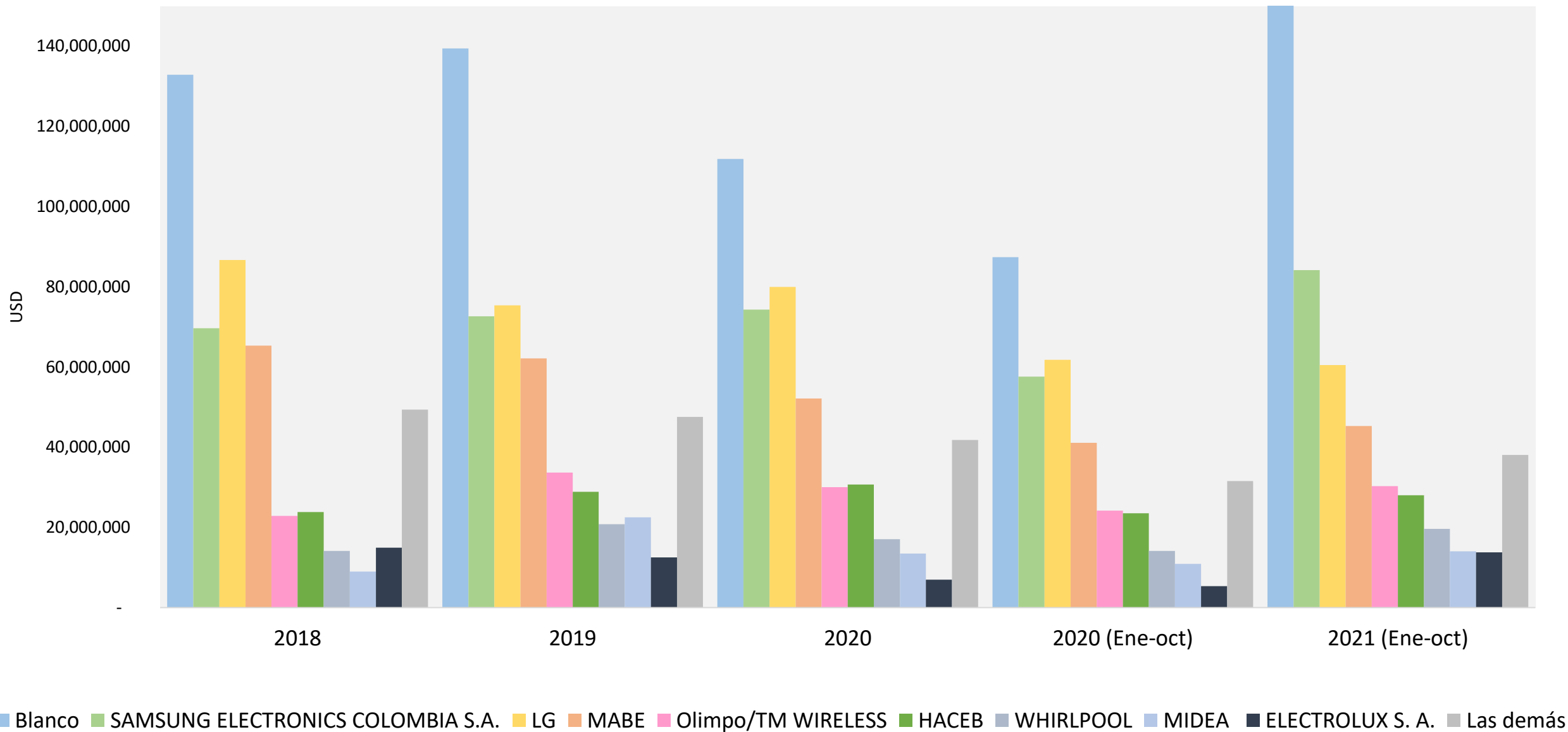
Fuente: Cifras DIAN y cálculos Cámara



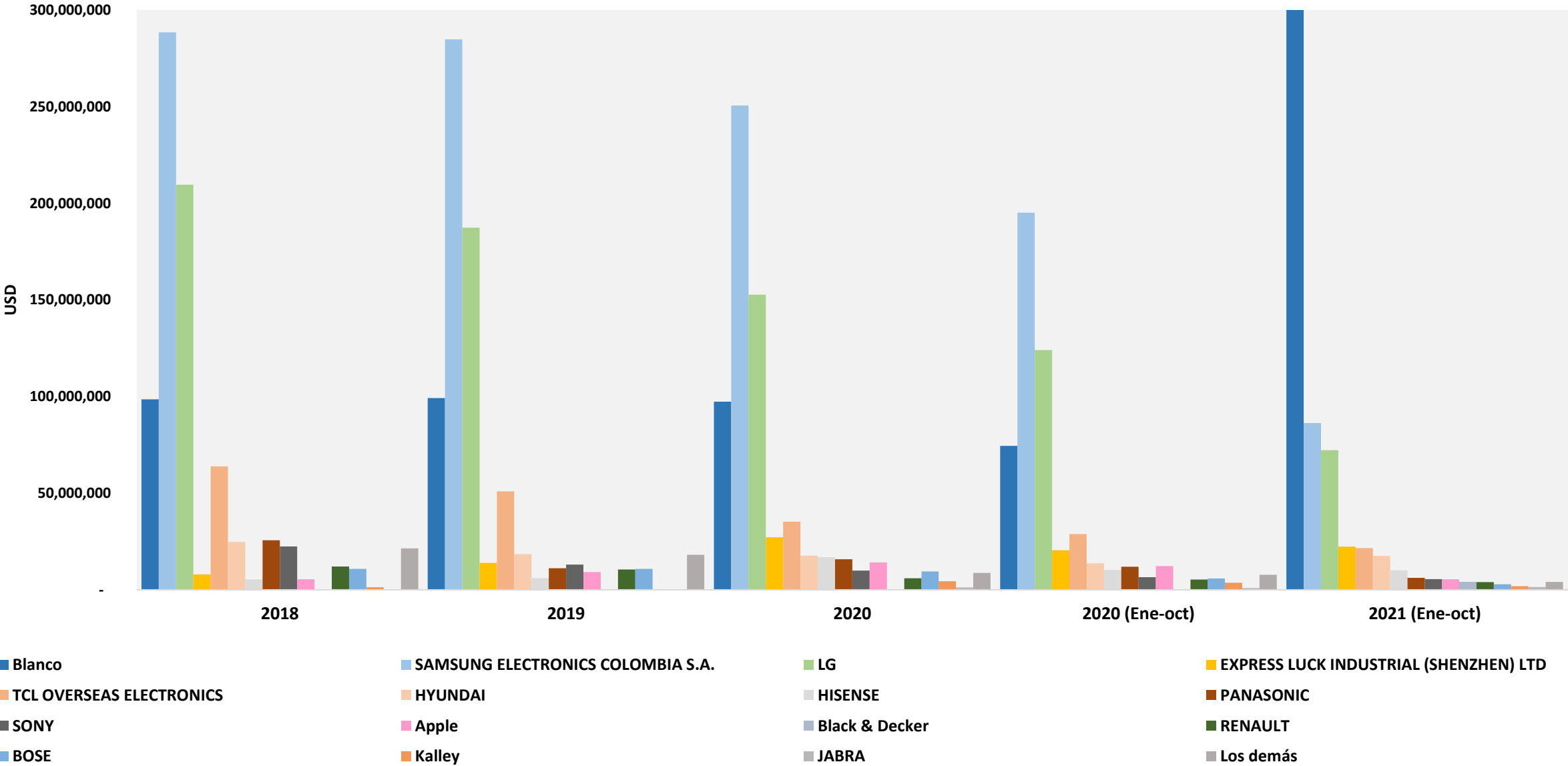
MARCAS

PROVEEDORES

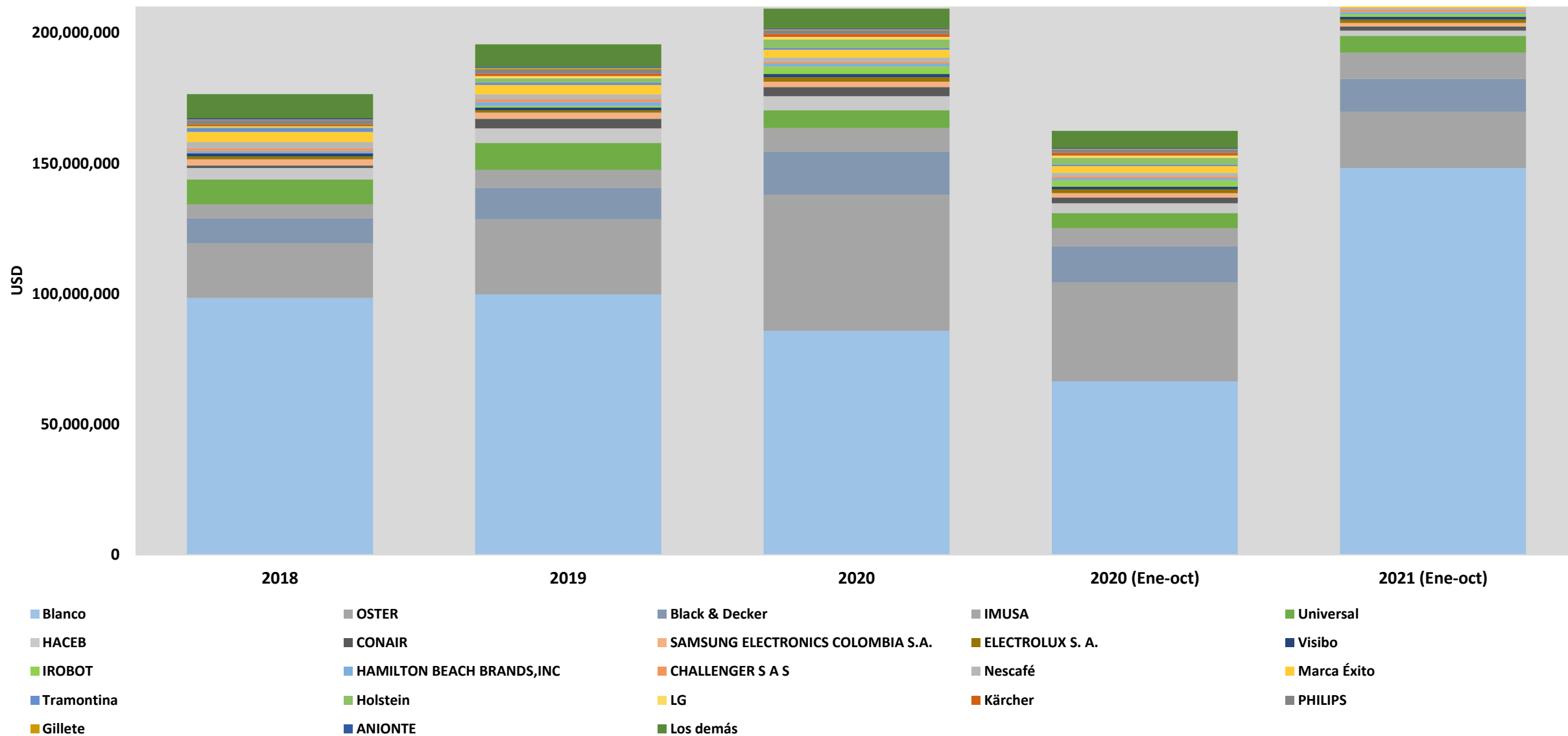
Marcas más importantes – Línea Blanca



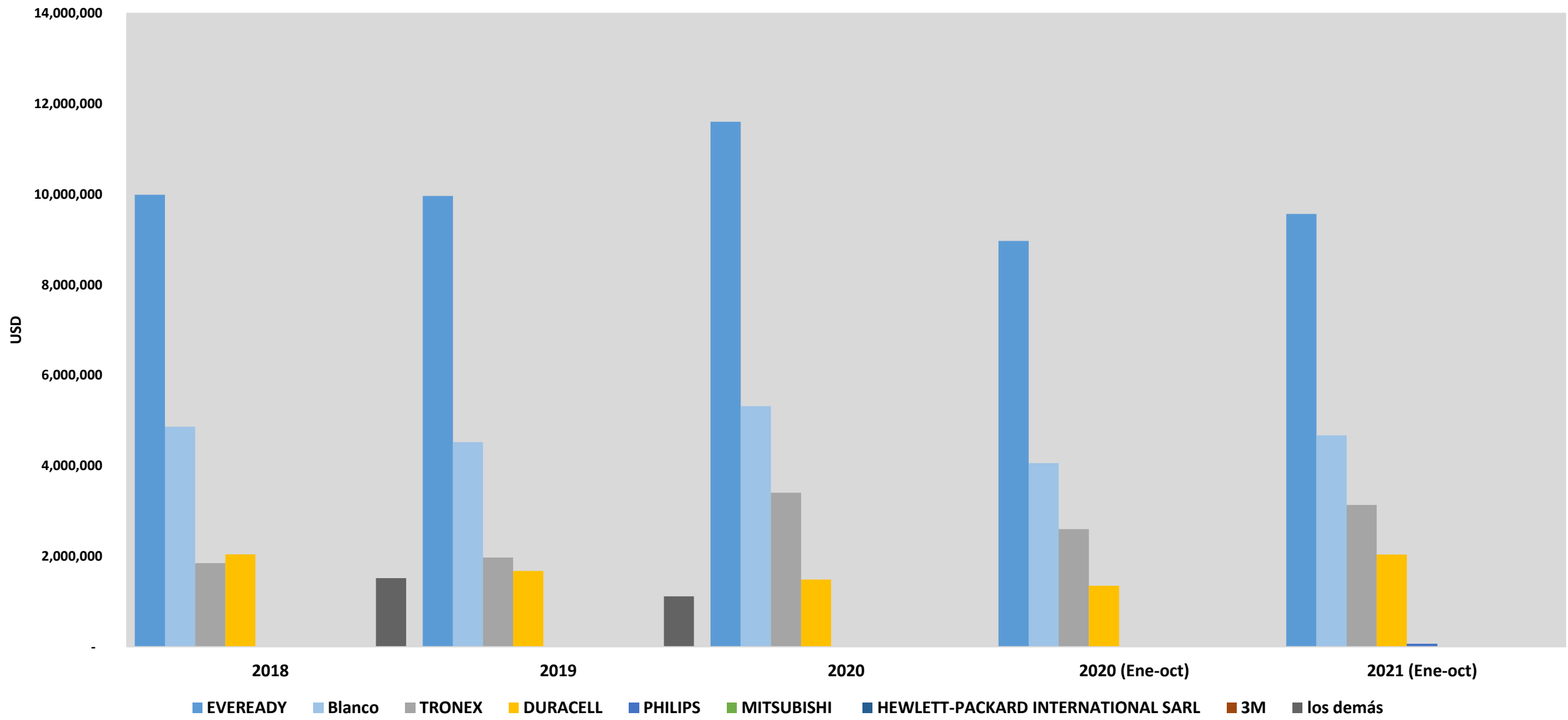
Marcas más importantes – Línea Marrón



Marcas más importantes – Pequeños



Marcas más importantes – Pilas





EXPORTACIONES

Exportaciones

2021

