

## **Beer in Colombia**

Market Direction | 2022-07-08 | 30 pages | Euromonitor

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### **Report description:**

After having plummeted in 2020 due to lockdown measures and the home seclusion trend, on-trade volume sales of beer soared back into positive territory in 2021 as Colombians began frequenting foodservice outlets again following the rollout of COVID-19 vaccines and the relaxation of public health restrictions. With the easing of the pandemic supporting a strong economic recovery, improvements in consumer confidence and spending power further bolstered on-trade demand, as did an increased appetite...

Euromonitor International's Beer in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Beer market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Beer in Colombia  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### BEER IN COLOMBIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Beer shows improved performance at off- and on-trade levels

Category leader Bavaria to the fore in terms of new product development

Premium brands in smaller and cheaper pack sizes gain popularity

##### PROSPECTS AND OPPORTUNITIES

Robust growth in off- and on-trade beer consumption projected from 2022 onwards

Use of social responsibility initiatives to differentiate new brands likely to increase

Rising inflation expected to temper growth potential and shape consumer choices

##### CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2021

Table 1 Number of Breweries 2016-2021

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2016-2021

Table 3 Sales of Beer by Category: Total Value 2016-2021

Table 4 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 5 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 10 Sales of Beer by Craft vs Standard 2016-2021

Table 11 GBO Company Shares of Beer: % Total Volume 2017-2021

Table 12 NBO Company Shares of Beer: % Total Volume 2017-2021

Table 13 LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 14 Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 15 Forecast Sales of Beer by Category: Total Value 2021-2026

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

##### ALCOHOLIC DRINKS IN COLOMBIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2015-2021

## TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2021

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 18 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

Table 19 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 27 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 28 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 29 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 33 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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## SOURCES

Summary 4 Research Sources

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