

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

Premium brands in smaller and cheaper pack sizes gain popularity

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