

Energy Drinks in Colombia

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Report description:

Off-trade sales of energy drinks are benefiting from the products becoming increasingly ubiquitous in the daily lives of Colombian consumers. Energy drinks are often used to support hectic and demanding lifestyles. Marketing campaigns now target consumers who have shifted their energy drinks consumption from the on-trade to the off-trade, with these products increasingly being used to wake up in the morning and support the efforts of busy urban professionals to arrive at the office in a bright a...

Euromonitor International's Energy Drinks 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Energy drinks has become a popular offering to support busy lifestyles

Energy drinks offers added benefits above high caffeine content

Postobon maintains its dominant positioning, offering the brand Speed Max

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Polarisation as consumers opt for cheap or premium options

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