

Energy Drinks in Colombia

Market Direction | 2022-12-07 | 28 pages | Euromonitor

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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.

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Scotts International. EU Vat number: PL 6772247784

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Table of Contents:

Energy Drinks in Colombia

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List Of Contents And Tables

ENERGY DRINKS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Brands focus on added health benefits to alleviate health concerns

Polarisation as consumers opt for cheap or premium options

On-trade benefits from ongoing consumption within night venues

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN COLOMBIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Colombia

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SOURCES

Summary 1 Research Sources

Energy Drinks in Colombia

Market Direction | 2022-12-07 | 28 pages | Euromonitor

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