

Colombia Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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Report description:

The Colombia fruits and vegetable market is projected to register a CAGR of 3.5% during the forecast period (2022-2027).

As an impact of the COVID-19 pandemic, Colombia's fruits and vegetables market suffered from major challenges. The pandemic restricted trade movements as the export industry of the country got affected due to lockdowns. Sales got affected as buyers put a halt on purchases, resulting in the quality loss of produce as most fruits and vegetables got dumped within the processing unit itself. On the arrival of the pandemic in Colombia, the government supported the agricultural sector by taking initiatives like launching a 1.5 billion-peso credit scheme, "Colombia Agro Produce", to support agricultural operations, particularly seed and input purchases for the farmers.

With the growing importance of nutritional balance among various consumer groups, the consumption of fruits is expanding in the country. Banana, lemon, lime, berry, onion, orange, and pineapple, among others, are the highly traded commodities under the fruits and vegetables segment of the country.

Due to the nutritional properties of fruits, in recent years, minimally processed juices, beverages, and smoothies have become an alternative for healthy eating habits, which will further boost the fresh produce of the country in the coming years.

Colombia Fruits & Vegetables Market Trends

Strong Distribution and Retail Networks are Driving the Colombian Fresh Produce Sector

Chile, the United States, and Peru are the major exporters of fresh produce to Columbia. The fresh produce import rate in

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Colombia has been increasing at a faster pace than the global imports since the past five years. With their changing food preferences, consumers are willing to pay more for an assortment of produce that excels at traits like freshness, quality, flavor, safety, and convenience. Moreover, there is an increase in the number of retail chains that cater to such needs of consumers.

Retail food players, manufacturers, distributors, and other retailers are expected to leverage this opportunity. Their share is expected to increase in the near future. These days, the hyper and supermarkets are focusing on consolidation. Almacenes Exitó, Carulla-Vivero, Carrefour, Supertiendas Olímpica, Alkosto, Makro, Cafam, Colsubsidio and La 14, and Surtifrúver are the main hypermarkets/supermarkets in Colombia. These retail chains are undergoing rapid expansions, thereby strengthening the distribution links of fresh produce in the domestic market.

Bananas to Dominate the Fresh Produce Sector

Bananas are the country's most popular fruit and one of the most important tropical foods, garnering nearly 21.0% share of the fresh produce of the country. According to FAO, banana production accounted for 2,434,900.0 metric ton in the country in 2020. Bananas have a high rate of domestic consumption, with only about 17.0% of bananas exported to foreign markets annually. About two-thirds of bananas are destined for Europe and the United States.

In Colombia, the banana market is highly characterized by horizontal and vertical integration within the value chain and a highly competitive export market focused on the country. The high demand from the global markets has rendered banana plantations increasingly dependent on agrochemicals, which has slightly hampered the country's demand over the past few years.

Colombia Fruits & Vegetables Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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