

Alcoholic Drinks in Colombia

Market Direction | 2023-06-27 | 72 pages | Euromonitor

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Report description:

Volume sales of alcoholic drinks continued to exhibit robust growth in 2022, with the fastest pace observed in the on-trade channel, as the strong desire to socialize gathered momentum. After suffering some supply issues in the previous year, beer was able to meet consumer demand in 2022 creating a positive impact on retail sales. Although high inflation rates were a key factor throughout the year pushing up the cost of living, Colombians continued to increase their consumption of alcoholic drinks.

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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