

Spirits in Colombia

Market Direction | 2023-06-27 | 32 pages | Euromonitor

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Report description:

Even though 2022 was marked by inflationary pressures, spirits witnessed rapid growth in Colombia, driven by the further recovery of the on-trade channel where double-digit volume growth was visible. Consumers were eager to socialize after so much time apart and enjoy life as much as possible. This was reflected in the increase in visits to restaurants, bars, and nightclubs in 2022. Nevertheless, the off-trade channel continue to exhibit strong growth, as socializing at home remained prevalent a...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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Euromonitor International
July 2023

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Local spirits aguardiente and rum thrive in 2022

Shifts in consumer preferences drive growth in Tequila and Bourbon while whisky faces challenges

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