

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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Table of Contents:

Spirits in Colombia
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List Of Contents And Tables

SPIRITS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth in spirits despite inflationary pressures

Local spirits aguardiente and rum thrive in 2022

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

PROSPECTS AND OPPORTUNITIES

Positive growth expected for spirits amid economic challenges and shifts in consumer behaviour

Local companies will continue diversifying to reach younger audiences

Non-alcoholic spirits face low appeal

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2022

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN COLOMBIA

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2018-2022

TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 23 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 24 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 31  GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 32  Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 33  Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 34  Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 35  Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 36  Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 37  Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 4 Research Sources

Spirits in Colombia

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