

Bottled Water in Colombia

Market Direction | 2023-12-05 | 27 pages | Euromonitor

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Report description:

The exceptionally warm weather in 2023, coupled with the El Nino phenomenon intensifying and tap water quality issues, led to a surge in bottled water consumption. This category, one of the few within soft drinks to experience notable growth in both on-trade and off-trade channels, prompted manufacturers to expand their multipack offerings, boosting sales volume. Amidst a fragmented landscape with limited innovation, the increased consumption reflects consumers' heightened awareness of the impac...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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