

**Alcoholic Drinks in Colombia**

Market Direction | 2024-06-18 | 74 pages | Euromonitor

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**Report description:**

2023 was a more challenging year for alcoholic drinks in Colombia, both in the retail channel and the on-trade including bars, restaurants and night clubs. After the strong growth recorded following the end of the pandemic, high inflation impacted household budgets and Colombians curbed visits to restaurants and bars. When locals went out, consumption of alcoholic drinks was also reduced. Thus, on-trade volume sales fell into decline in 2023 with the channel still yet to reach the pre-pandemic l...

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 (2019-2023), 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 2028 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.

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## Table of Contents:

Alcoholic Drinks in Colombia

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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN COLOMBIA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

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 1 Number of On-trade Establishments by Type 2017-2023

##### TAXATION AND DUTY LEVIES

Table 1 Taxation and Duty Levies on Alcoholic Drinks 2023

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Outlook

##### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

##### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

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Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## BEER IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beer is among the strongest categories in alcoholic drinks

Affordable products perform well in the beer category

Beers respond to growing appeal of sweeter drinks

### PROSPECTS AND OPPORTUNITIES

Economic uncertainty will affect demand for beer

On-trade explores new ways to drink beer

Tada app is anticipated to drive e-commerce sales

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2023

Table 18 Number of Breweries 2018-2023

## CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2018-2023

Table 20 Sales of Beer by Category: Total Value 2018-2023

Table 21 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 27 □Sales of Beer by Craft vs Standard 2018-2023

Table 28 □GBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 □NBO Company Shares of Beer: % Total Volume 2019-2023

Table 30 □LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 31 □Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 32 □Forecast Sales of Beer by Category: Total Value 2023-2028

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

## WINE IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wine consumption declines amid price pressure

Excess stock leads to price discounts

Old-world wines enjoy a resurgence

### PROSPECTS AND OPPORTUNITIES

Demand for low-priced wines to accelerate in short term

Wine occasions could extend to cocktails

Exploring wines from different origins

## CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2018-2023  
Table 36 Sales of Wine by Category: Total Value 2018-2023  
Table 37 Sales of Wine by Category: % Total Volume Growth 2018-2023  
Table 38 Sales of Wine by Category: % Total Value Growth 2018-2023  
Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023  
Table 40 Sales of Wine by Off-trade vs On-trade: Value 2018-2023  
Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023  
Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023  
Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023  
Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023  
Table 50 □GBO Company Shares of Champagne: % Total Volume 2019-2023  
Table 51 □NBO Company Shares of Champagne: % Total Volume 2019-2023  
Table 52 □LBN Brand Shares of Champagne: % Total Volume 2020-2023  
Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023  
Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023  
Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023  
Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023  
Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023  
Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023  
Table 59 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023  
Table 60 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023  
Table 61 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023  
Table 62 □Forecast Sales of Wine by Category: Total Volume 2023-2028  
Table 63 □Forecast Sales of Wine by Category: Total Value 2023-2028  
Table 64 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028  
Table 65 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## SPIRITS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Local spirits support overall category growth

Coloured aguardiente strikes a chord with young adults

More affordable brands gain traction as consumers' incomes are squeezed

### PROSPECTS AND OPPORTUNITIES

Aguardiente to underpin category growth

New colours and flavours to emerge in spirits

Opportunities in the economy spirit segment

### CATEGORY BACKGROUND

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

Summary 4 Benchmark Brands 2023

## CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2018-2023

Table 67 Sales of Spirits by Category: Total Value 2018-2023

Table 68 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 69 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 75 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 76 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 77 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 78 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 79 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 80 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 82 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 83 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 84 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 85 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 86 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

## CIDER/PERRY IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cider has limited appeal among local consumers

Modern retail is the most relevant channel for cider

Exclusive on-trade brands suffer in the economic climate

### PROSPECTS AND OPPORTUNITIES

Limited growth prospects in the cider category

Lack of awareness and knowledge prevents growth

Still light grape wine competes against cider

### CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2018-2023

Table 88 Sales of Cider/Perry: Total Value 2018-2023

Table 89 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 90 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 □NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 97 □LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 98 □Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 99 □Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 100 □Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 101 □Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

## RTDS IN COLOMBIA

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Dramatic growth continues in RTDs

Quala SA enters RTDs with Like brand

Hard seltzers do not appeal to Colombian tastes

### PROSPECTS AND OPPORTUNITIES

RTDs to witness stellar performance

Opportunities for local spirit brands to extend into RTDs

Limited presence of non-alcoholic RTDs

### CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2018-2023

Table 103 Sales of RTDs by Category: Total Value 2018-2023

Table 104 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 105 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 110 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 □NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 112 □LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 113 □Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 114 □Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 115 □Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 116 □Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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