

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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Euromonitor International
June 2024

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