

Beer in Colombia

Market Direction | 2024-06-18 | 30 pages | Euromonitor

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Report description:

Beer in Colombia achieved positive retail volume growth in 2023, despite the inflationary pressures impacting consumers' budgets. The affordability of beer compared to other alcoholic drinks supported category sales, although there was a notable slowdown in volume growth. Furthermore, growth was driven by off-trade sales in retail channels, while beer consumption declined in the on-trade. The contraction in on-trade sales can be explained by the reduction in frequency of visits to restaurants, b...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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MARKET BACKGROUND

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