

## **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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## Table of Contents:

Beer in Colombia  
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### List Of Contents And Tables

#### 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 1 Lager by Price Band 2023

Table 1 Number of Breweries 2018-2023

##### CATEGORY DATA

Table 2 Sales of Beer by Category: Total Volume 2018-2023

Table 3 Sales of Beer by Category: Total Value 2018-2023

Table 4 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 10 Sales of Beer by Craft vs Standard 2018-2023

Table 11 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 12 NBO Company Shares of Beer: % Total Volume 2019-2023

Table 13 LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 14 Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 15 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 16 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 17 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

#### 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

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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 2017-2023

TAXATION AND DUTY LEVIES

Table 18 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 19 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 20 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 22 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 26 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 27 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

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

Table 29 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

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

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

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

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

DISCLAIMER

SOURCES

Summary 3 Research Sources

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