

Butter and Spreads in Colombia

Market Direction | 2024-08-08 | 16 pages | Euromonitor

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Report description:

Margarine is the preferred choice in Colombia and garners higher volume sales than butter and cooking fats in 2024. Overall, margarine has a healthier perception and is considered more versatile than butter. The strong volume performance compared to butter is driven by price reductions and the expansion of private label such as Cuisine & Co, which helped to fuel growth over the review period. Leading brand Rama celebrated its 50th anniversary led by strong price promotions to compete against pri...

Euromonitor International's Butter and Spreads in Colombia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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:

Butter and Spreads in Colombia
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List Of Contents And Tables

BUTTER AND SPREADS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Margarine maintains its strong position
Price inflation weakens volume growth amid focus on healthier options
Small local grocery stores continue to lead as modern channel increases share

PROSPECTS AND OPPORTUNITIES

Butter volume sales to recover as prices fall
Butter and spreads offerings in need of development
New sodium regulations create challenges

CATEGORY DATA

- Table 1 Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 2 Sales of Butter and Spreads by Category: Value 2019-2024
- Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 6 LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 7 Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 9 Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 10 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN COLOMBIA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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