

Alcoholic Drinks Packaging in Colombia

Market Direction | 2024-10-07 | 9 pages | Euromonitor

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Report description:

In 2023, glass bottles solidified its position as the leading pack type for alcoholic drinks in Colombia, gaining further volume share, particularly in beer, other spirits and fortified wine and vermouth. Colombians have a longstanding cultural affinity for glass packaging, viewing it as a sign of quality and freshness. This perception is reinforced by the popularity of local brands such as Aguila, Poker, and Club Colombia, which predominantly utilise glass bottles. Similarly, Casa Grajales, a r...

Euromonitor International's Alcoholic Drinks Packaging in Colombia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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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ALCOHOLIC DRINKS PACKAGING IN COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles remains leading pack type for alcoholic drinks due to consumer preference for premium and artisanal packaging

330ml is most popular size due to its balance between portion control and affordability

PET bottles gain share, driven by their affordability and shatterproof qualities

PROSPECTS AND OPPORTUNITIES

Metal beverage cans to gain share due to their lightweight nature and versatility

Larger pack sizes to gain popularity due to bulk purchasing and discounts

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