

Energy Drinks in Colombia

Market Direction | 2024-11-12 | 27 pages | Euromonitor

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Report description:

After experiencing significant volume growth between 2020 and 2022, sales of energy drinks declined in off-trade volume terms in 2023 and saw only slight growth in 2024. This was in large part due to rising prices resulting from Colombia's new health tax which came into force in November 2023. Energy drinks with less than 6g of sugar are exempted, while those with a sugar content between 6-10g incurred a tax of COP18 per 100ml in 2023, which was increased to COP28 in January 2024. Energy drinks w...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy 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.

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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