

RTD Tea in Colombia

Market Direction | 2024-11-12 | 28 pages | Euromonitor

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Report description:

RTD tea displayed modest volume growth during 2024 in off- and on-trade terms, as prices continued to be impacted by the health tax which had a direct impact on prices. Soft drinks, including RTD tea, with less than 6g of sugar are exempt from the health tax. Products with 6-10g of sugar saw the tax increased to COP28 in January 2024, while RTD tea containing 10g or more of sugar saw the tax increased to COP55 in January 2024. The last increase will be in 2025, with the tax set to reach of COP38...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

- * Get a detailed picture of the RTD Tea 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:

RTD Tea in Colombia
Euromonitor International
November 2024

List Of Contents And Tables

RTD TEA IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises and competition from flavoured bottled water limits the growth of RTD tea in 2024

Premium brands benefiting from healthier image

Kombucha benefits from increasing visibility but sales remain low

PROSPECTS AND OPPORTUNITIES

Premium brands projected to see the most dynamic growth

Kombucha likely to see growing demand but it is unlikely to enter the mainstream

Players focusing on expanding the number of consumption occasions to boost sales

CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 2 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 5 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 6 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 7 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 8 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 9 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 13 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

SOFT DRINKS IN COLOMBIA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

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| | |
|----------|---|
| Table 21 | Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024 |
| Table 22 | Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024 |
| Table 23 | Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024 |
| Table 24 | Off-trade Sales of Soft Drinks by Category: Value 2019-2024 |
| Table 25 | Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024 |
| Table 26 | Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024 |
| Table 27 | Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024 |
| Table 28 | NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024 |
| Table 29 | LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024 |
| Table 30 | NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024 |
| Table 31 | LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024 |
| Table 32 | NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024 |
| Table 33 | LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024 |
| Table 34 | NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024 |
| Table 35 | LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024 |
| Table 36 | Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024 |
| Table 37 | Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024 |
| Table 38 | Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024 |
| Table 39 | Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024 |
| Table 40 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029 |
| Table 41 | Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029 |
| Table 42 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029 |
| Table 43 | Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029 |
| Table 44 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029 |
| Table 45 | Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029 |
| Table 46 | Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029 |
| Table 47 | Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029 |
| Table 48 | Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029 |
| Table 49 | Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029 |

APPENDIX

Fountain sales in Colombia

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SOURCES

Summary 1 Research Sources

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