

Coffee in Colombia

Market Direction | 2025-01-07 | 23 pages | Euromonitor

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Report description:

While retail value sales increased by 6% in 2024, retail volume sales of coffee in Colombia recorded a slight decline. Although price increases have moderated, retail prices remained elevated, and these high prices led to a reduction in both the frequency and volume of purchases. To mitigate the impact of these price points, some brands, such as Oma, Juan Valdez and Cafe Quindio, reduced pack sizes from 500 grams to 450-454 grams. This strategy aims to avoid significant price hikes per unit while...

Euromonitor International's Coffee 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 2020-2024, 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 2029 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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Retail volume sales display a slight decline as high prices impact buying habits

Private label launch new options within the premium instant coffee category

Small local grocers face rising challenges from competitive discounter stores

PROSPECTS AND OPPORTUNITIES

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The interest in speciality coffee and flavours is set to drive growth for premium coffee options

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