

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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Table of Contents:

Coffee in Colombia
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List Of Contents And Tables

COFFEE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Cold preparations will expand the use of coffee and boost retail volume growth

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

Private label is expected to strengthen as discounters continue to gain footfall

CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2019-2024

Table 2 Retail Sales of Coffee by Category: Value 2019-2024

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 4 Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024

Table 6 NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 7 LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 8 Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 9 Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 10 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 11 □Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

HOT DRINKS IN COLOMBIA

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 14 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 15 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 20 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

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- Table 21 ☐ Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 22 ☐ NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 23 ☐ LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 24 ☐ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 25 ☐ Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 26 ☐ Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 27 ☐ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 28 ☐ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 29 ☐ Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 30 ☐ Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 31 ☐ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 32 ☐ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 33 ☐ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 34 ☐ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 35 ☐ Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 36 ☐ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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