

## **Hot Drinks in Colombia**

Market Direction | 2025-01-07 | 36 pages | Euromonitor

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### **Report description:**

In 2024, the Colombian economy was forecast to grow by 1.9%, according to International Monetary Fund estimations. Inflation, which closed at 9.28% in 2023, has been on a downward trajectory. By September 2024, the inflation rate had decreased to 5.81%, as reported by DANE (National Administrative Department of Statistics). However, low economic growth has been influenced by political uncertainty surrounding government reforms in labour, health, and taxes, as well as volatility in the exchange ra...

Euromonitor International's Hot 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 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: Coffee, Other Hot Drinks, 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 Hot 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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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

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Health benefits and functional properties drive demand for fruit/herbal tea

Price wars between retailers as stores launch low-cost private label tea

Ongoing innovation supports the leadership of Agricola Himalaya in the tea category

#### PROSPECTS AND OPPORTUNITIES

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Soaring prices impact demand as retail volume records a double-digit decline

Small local grocers focus on smaller presentations to appeal to consumers and gain a competitive edge

Premium products emerge, however, standard products retain the lead

#### PROSPECTS AND OPPORTUNITIES

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Private label options will likely keep growing as prices of other hot drinks continue to rise  
Demographic changes will offer an opportunity for ongoing innovation  
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