

## **Other Hot Drinks in Colombia**

Market Direction | 2025-01-07 | 22 pages | Euromonitor

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### **Report description:**

In 2024, while retail value sales of other hot drinks in Colombia grew by 9%, retail volume sales fell significantly by 10%. This decline was primarily driven by the high cost of raw materials, particularly due to droughts that reduced cacao production in Colombia and key producer countries.

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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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OTHER HOT DRINKS IN COLOMBIA

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2024 DEVELOPMENTS

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

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

Other plant-based hot drinks are not yet anticipated to drive innovation or growth

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