

Colombia Jam Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 100 pages | EMR Inc.

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Report description:

The Colombia jam market size was approximately USD 98.00 Million in 2024. The market is assessed to grow at a CAGR of 4.76% between 2025 and 2034, reaching a value of USD 156.02 Million by 2034.

The Colombia jam market growth is primarily driven by the increasing western influence and the rising preference of consumers for a variety of breakfast options. The rise in urbanisation and busy lifestyles in Colombia have heightened the demand for convenient, delicious, and quick breakfast solutions, with jams emerging as a popular choice among individuals.

As per the Colombia jam market analysis, local and artisanal manufacturers offer unique flavours that cater to diverse preferences of different age groups. Villy Exotic Products, one of the key players in the market, has a diverse portfolio of jams like onion jam, garlic jam, and sweet pepper jam, manufactured following stringent hygiene and quality standards to attract more customers.

Additionally, there is a notable rise in demand for sugar-free jams in Colombia, driven by growing health consciousness among consumers. People are increasingly concerned about the negative effects of excessive sugar consumption on their well-being. Consequently, many manufacturers are producing sugar-free jams that utilise natural sweeteners or alternative ingredients, ensuring consistent flavour while addressing health concerns. Furthermore, there is a growing recognition of the health advantages linked to the consumption of organic and natural products. This is supporting the demand for innovative and distinct flavours within the sector.

Manufacturers are diversifying their range of products to include options like blueberry, raspberry, and mixed fruit, to cater to the evolving preferences and tastes of consumers who seek diversity in flavours, consequently leading to the Colombia jam market expansion.

Market Segmentation

Colombia Jam Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Flavour

- Grapes
- Blackberry
- Strawberry
- Raspberry
- Apricot
- Cherry
- Others

Market Breakup by Type

- Traditional
- Low Sugar and Sugar Free

Market Breakup by Packaging Type

- Glass Bottle/Jar
- Plastic Bottle/Jar

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Competitive Landscape

The market participants are focusing on product innovation, offering jams that are 100% sugar-free and crafted using organically sourced ingredients, to meet the demands of health-conscious consumers.

- Unilever Plc
- D'LalaCandies SAS
- St. Dalfour
- Productos Alimenticios Konfyt SAS
- Valle De Panchoy
- Villy Exotic Products
- Others

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