

Colombia Fruits And Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-02-09 | 80 pages | Mordor Intelligence

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Report description:

Colombia Fruits And Vegetables Market Analysis

The Colombia fruits and vegetables market is expected to grow from USD 6.90 billion in 2025 to USD 7.21 billion in 2026 and is forecast to reach USD 9.01 billion by 2031 at 4.55% CAGR over 2026-2031. Precision agriculture, expanding cold-chain logistics, and favorable trade accords position the Colombian fruits and vegetables market for continued expansion, while a diverse set of microclimates supports year-round output. Export momentum intensifies as banana, avocado, and emerging berry crops secure premium prices in North American and European destinations. Domestic consumption also rises as urban households pivot toward healthier diets and fresh produce after higher taxes on ultra-processed foods. Investments in climate-smart insurance and digital farming tools further strengthen the Colombian fruits and vegetables market by reducing risk and boosting productivity.

Colombia Fruits And Vegetables Market Trends and Insights

Growing adoption of precision-agricultural tools

Smartphone penetration and 163 active agritech start-ups provide a scalable channel for digital extension services. Only 30% of smallholders currently use these tools, leaving ample headroom for adoption that can lift yields and the Colombia fruits and vegetables market. Sensor-based irrigation cuts water use by 90% in greenhouse trials, making the technology particularly attractive in drought-prone zones. Government-backed hubs such as the Risaralda Digital Hub facilitate collaboration among growers, financiers, and software providers. Machine-learning models reach high accuracy in predicting disease outbreaks,

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reducing crop loss. As financing products become more accessible, smallholders are likely to scale digital adoption within three years, enhancing the Colombia fruits and vegetables market.

Expansion of cold-chain capacity across major fruit corridors

Refrigerated logistics providers add new multi-temperature facilities, lifting perishable handling capacity. A vacuum-cooling plant launched in 2025 further safeguards product quality during the first mile. Air cargo specialists LATAM Cargo and Avianca Cargo introduce perishables protocols that limit spoilage. The USD 19.4 billion Turbo-Cupica rail corridor will move up to 196 million metric tons annually when complete, de-congesting maritime routes to Asia. Predictive analytics guide fleet routing and reduce empty miles, lowering logistics costs. Faster, more reliable cold-chain services enhance exporter credibility and strengthen the Colombia fruits and vegetables market.

Price volatility for bulk produce categories

Weekly wholesale bulletins show sharp price swings for staples such as rice and pineapples. Government duty suspensions have helped stabilize key items, yet smallholders without storage capacity still sell at disadvantageous times. Input costs for fertilizers fluctuate with global exchange rates, squeezing thin margins. High volatility discourages long-term investment in productivity upgrades, tempering expansion in the Colombia fruits and vegetables market.

Other drivers and restraints analyzed in the detailed report include:

Preferential trade tariffs under the Pacific Alliance
Growing demand from specialty-ingredient processors
Increasing frequency of El Niño-linked droughts

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Fruits held 56.35% of the Colombia fruits and vegetables market share in 2025 and are forecast to post the fastest 4.95% CAGR through 2031. Banana exports crossed USD 1 billion in 2025, reinforcing the nation's role as a global supplier. Blueberry acreage could rise sevenfold to 5,000 hectares by 2026, while Hass avocado shipments continue filling European supermarket shelves at attractive price points. Mango, pineapple, and papaya round out a diverse fruit basket that has cold-chain access to Atlantic and Pacific ports. Continuous production cycles enhance export scheduling reliability, augmenting the Colombia fruits and vegetables market size for growers focused on overseas buyers.

Vegetables contribute the remaining share but command premium prices in domestic urban centers. Macro-tunnel tomato systems in Boyacá achieve yields approaching 95,501 kg per hectare and net incomes of USD 16,707 per hectare. Onions, carrots, and cabbage capitalize on cooler highland climates that deter pests. While import dependence persists for some items, investments in greenhouse farming, cutting water use by 90% support import substitution and shield supply from climate shocks. Rising health consciousness and higher processed-food taxes enlarge local demand, ensuring steady growth in the Colombia fruits and vegetables market size.

The Colombia Fruits and Vegetables Market Report is Segmented by Commodity Type (Fruits and Vegetables). The Report Includes Production Analysis (Volume), Consumption Analysis (Value and Volume), Export Analysis (Value and Volume), Import Analysis (Value and Volume), and Price Trend Analysis. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

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List of Companies Covered in this Report:

Market Overview Market Drivers Market Restraints Regulatory Landscape Technological Outlook Value / Supply Chain Analysis
PESTLE Analysis List of Stakeholders

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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