



Euromonitor
International

Alcoholic Drinks in Colombia

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Beer remains relatively resilient, amid challenging headwinds
Bavaria maintains its dominant company share, albeit with some pivots to offer affordably-priced options
Small local grocers remain as the largest channel, despite deceleration in growth

PROSPECTS AND OPPORTUNITIES

Presence of value brands likely to increase and drive growth
Low alcohol beer expected to growth, while non-alcoholic beer will remain with limited sales
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