



Euromonitor
International

Beer in Colombia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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
Diversity in sizes and returnability likely to remain key points for innovation

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Alcoholic Drinks in Colombia - Industry Overview

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Competitive landscape
Retail developments
On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade

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DISCLAIMER

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