



Cider/Perry in Colombia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider sees small growth, despite its low popularity in Colombia
Premium Beers dominates cider due to low interest in the category
Distribution remains concentrated in modern retailers

PROSPECTS AND OPPORTUNITIES

A low-positive performance is expected over the forecast period
On-trade sales will remain limited, with stronger social media promotions needed
Opportunities ahead for small local businesses which make or sell cider

CATEGORY DATA

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Alcoholic Drinks in Colombia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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