



**Euromonitor
International**

Meals and Soups in Colombia

November 2025

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Meals and Soups in Colombia - Category analysis

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2025 DEVELOPMENTS

Spending constraints impact demand for meals and soups

INDUSTRY PERFORMANCE

Consumers trade down from convenience to home-cooked alternatives

Prepared salads carve out a niche among higher-income consumers

WHAT'S NEXT?

Convenience set to recover as consumers balance time and cost

Health-and-wellness positioning and collaborations to drive innovation

Plant-based and portion-controlled formats to expand with economic recovery

COMPETITIVE LANDSCAPE

Private label broadens variety and reinforces affordability message

K-listo builds presence through local flavour and multi-channel reach

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Hypermarkets maintain leadership through scale and affordability

E-commerce gains momentum through omnichannel integration and brand storytelling

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Cooking Ingredients and Meals in Colombia - Industry Overview

EXECUTIVE SUMMARY

Colombia's cooking ingredients and meals market grows through value-driven strategies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking revival drives innovation in herbs, spices and seasonings

Collaborations between brands strengthen visibility and consumer engagement

Digital influence and experiential marketing reshape brand strategies

WHAT'S NEXT?

Innovation to remain centred on health, convenience and differentiation
Social media and emotional connection will continue to shape purchasing behaviour
Health-focused reformulations and plant-based innovation to gain momentum

COMPETITIVE LANDSCAPE

Private label consolidates leadership amid fragmentation
Smaller local players gain ground through specialisation and premium appeal
Retailer-driven innovation elevates private label perception

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-in-colombia/report.