



Soft Drinks in Colombia

December 2023

Table of Contents

Soft Drinks in Colombia

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 Key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Colombia

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in Colombia](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Warm weather drives bottled water consumption
Flavoured waters capture consumer interest
Sustainability remains a cornerstone for bottled water brands

PROSPECTS AND OPPORTUNITIES

Flavoured bottled water poised for growth
Highly consolidated competitive landscape persists
Functionality drives new product developments

CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 34 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Soaring inflation and input costs impact carbonates
Innovation and launch of special editions to generate excitement
Format shift in an environment of economic uncertainty

PROSPECTS AND OPPORTUNITIES

Legislative factors to impact carbonates
Stagnation in private label growth
E-commerce penetration continues to rise in carbonates

CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
Table 49 - Off-trade Sales of Carbonates by Category: Volume 2018-2023
Table 50 - Off-trade Sales of Carbonates by Category: Value 2018-2023
Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
Table 53 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
Table 54 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 61 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 62 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 63 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 64 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Concentrates in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates continue to lose ground to natural alternatives

Powder concentrates see growth amidst rising interest in sports nutrition

Iced tea remains the most popular powder concentrate

PROSPECTS AND OPPORTUNITIES

Concentrates undergo reformulation to counteract tightened discretionary spending

Negative performance in 2023 projected to continue into forecast period

Functionality as a vital strategy to attract consumers to concentrates

CATEGORY DATA

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 66 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 67 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 69 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 70 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 71 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 72 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 73 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 74 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 75 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 76 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 79 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers migrate to fresh, natural juices

Players innovate amidst challenges

Manufacturers focus on sustainability

PROSPECTS AND OPPORTUNITIES

Functionality drives innovation within juice

Concerns surrounding sugar reduction impact juice sales

Positive outlook for plant waters, despite starting from a low base

CATEGORY DATA

Table 80 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 81 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 82 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 83 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 84 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 85 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 86 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 87 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 88 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 89 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 90 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 91 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Coffee in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Online efforts drive RTD coffee volume sales growth in 2023

High prices and limited availability continue to restrict demand

Consumers to new coffee varieties

PROSPECTS AND OPPORTUNITIES

Cold brew coffee poised to gain traction

Coffee shops play a pivotal role in raising awareness

Potential for increased competition as supermarkets expand private label offering

CATEGORY DATA

Table 92 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 93 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 94 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 95 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 96 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 97 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 98 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 99 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 100 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 101 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 102 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 103 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

RTD Tea in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea proves elastic in 2023

Further demand for premium still RTD tea driven by large formats and experiences

Reduced sugar still RTD tea maintains low penetration

PROSPECTS AND OPPORTUNITIES

Increased advertising on social media platforms expected from producers

Innovation to focus on reduced-sugar and exotic-flavoured variants

Growth opportunities for kombucha aligned with the health and wellness trend

CATEGORY DATA

- Table 104 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023
- Table 105 - Off-trade Sales of RTD Tea by Category: Value 2018-2023
- Table 106 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
- Table 107 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
- Table 108 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
- Table 109 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
- Table 110 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
- Table 111 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
- Table 112 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
- Table 113 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
- Table 114 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
- Table 115 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
- Table 116 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Growth continues despite challenging conditions
- New players enter energy drinks
- Innovation remains strong in energy drinks

PROSPECTS AND OPPORTUNITIES

- Healthy growth predicted for energy drinks, especially in on-trade
- Health and wellness trends promote reduced sugar variants
- Innovation and new occasions drive solid demand for energy drinks

CATEGORY DATA

- Table 117 - Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 118 - Off-trade Sales of Energy Drinks: Value 2018-2023
- Table 119 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
- Table 120 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
- Table 121 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
- Table 122 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
- Table 123 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
- Table 124 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
- Table 125 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
- Table 126 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
- Table 127 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
- Table 128 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Sports Drinks in Colombia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Return of physical activities drives sports drink consumption
- Innovation in reduced-sugar sports drinks
- Consolidated competitive landscape and brand confusion with Pedialyte Active

PROSPECTS AND OPPORTUNITIES

Spending pressures temper growth

Reduced-sugar sports drinks to expand category appeal

Competition from other soft drinks to pose challenges

CATEGORY DATA

Table 129 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 130 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 131 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 132 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 133 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 134 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 135 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 136 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 137 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 138 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 139 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 140 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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