



Alcoholic Drinks Packaging in Colombia

October 2024

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Alcoholic Drinks Packaging in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles remains leading pack type for alcoholic drinks due to consumer preference for premium and artisanal packaging
330ml is most popular size due to its balance between portion control and affordability
PET bottles gain share, driven by their affordability and shatterproof qualities

PROSPECTS AND OPPORTUNITIES

Metal beverage cans to gain share due to their lightweight nature and versatility
Larger pack sizes to gain popularity due to bulk purchasing and discounts

Alcoholic Drinks Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic continues to grow in packaged food

PET bottles continue to dominate in soft drinks

Glass bottles dominate in alcoholic drinks, with brick liquid cartons seeing growth

Squeezable plastic tubes the leading pack type in beauty and personal care

Cost-effective, sustainable solutions gain traction in home care

PACKAGING LEGISLATION

Colombia bans a number of single-use plastics from 1 July 2024

RECYCLING AND THE ENVIRONMENT

Monomaterial packaging fuels the rise of 100% recyclable solutions

Colombia embracing sustainable food delivery systems through eco-friendly packaging

Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2021/2022 and Targets for 2023

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