

# Wine in Colombia

June 2023

**Table of Contents** 

## Wine in Colombia - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Wine sales recover in 2022

Sherry and white/sparkling wine gain popularity

Low and high-price tiers see dynamic growth

## PROSPECTS AND OPPORTUNITIES

Challenging outlook: high Inflation, rising costs and reduced on-trade sales

Distribution of wine in retail channels: continuing trends and future growth in e-commerce

Colombia unlikely to see launch of non-alcoholic wine

#### **CATEGORY DATA**

- Table 1 Sales of Wine by Category: Total Volume 2017-2022
- Table 2 Sales of Wine by Category: Total Value 2017-2022
- Table 3 Sales of Wine by Category: % Total Volume Growth 2017-2022
- Table 4 Sales of Wine by Category: % Total Value Growth 2017-2022
- Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
- Table 6 Sales of Wine by Off-trade vs On-trade: Value 2017-2022
- Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 10 Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 11 Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 12 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 13 GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
- Table 14 NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
- Table 15 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
- Table 16 GBO Company Shares of Champagne: % Total Volume 2018-2022
- Table 17 NBO Company Shares of Champagne: % Total Volume 2018-2022
- Table 18 LBN Brand Shares of Champagne: % Total Volume 2019-2022
- Table 19 GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
- Table 20 NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
- Table 21 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
- Table 22 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
- Table 23 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
- Table 24 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022
- Table 25 GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
- Table 26 NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
- Table 27 LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022
- Table 28 Forecast Sales of Wine by Category: Total Volume 2022-2027
- Table 29 Forecast Sales of Wine by Category: Total Value 2022-2027
- Table 30 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
- Table 31 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

# Alcoholic Drinks in Colombia - Industry Overview

## **EXECUTIVE SUMMARY**

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

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

Summary 1 - Number of On-trade Establishments by Type 2018-2022

#### TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

#### **OPERATING ENVIRONMENT**

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## **SOURCES**

Summary 3 - Research Sources

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