

# Soft Drinks in Colombia

December 2023

Table of Contents

## 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 2022

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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

## 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](https://www.euromonitor.com/soft-drinks-in-colombia/report).