

Cider/Perry in Colombia

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry shrinks due to lack of promotion and availability
Modern channel remains key retail channel for cider/perry
Imported Sidra El Gaitero dominates category as local production remains limited

PROSPECTS AND OPPORTUNITIES

Cider/perry will continue to be threatened by other alcoholic beverages
Growing preferences for low-alcohol products could create opportunities
On-trade consumption expected to see limited growth

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