



Euromonitor
International

Sports Drinks in Colombia

December 2025

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Sports Drinks in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong demand for rehydration solutions drives exceptional category growth

INDUSTRY PERFORMANCE

Retail volume sales of sports drinks increased in 2025

Oral rehydration solutions were the most dynamic category in 2025

WHAT'S NEXT?

Retail volume sales of sports drinks are expected to continue rising over the forecast period

Digital commerce and app-based delivery will play a growing role in shaping consumption

Health, natural ingredients and format innovation will guide future product development

COMPETITIVE LANDSCAPE

Gatorade retains leadership through strong distribution, sports associations and expanded ORS positioning

Hidra Tao achieves fastest growth through repositioning and strategic sports sponsorships

CHANNELS

Traditional trade remains essential, but e-commerce adoption continues to grow

Health and beauty specialists are the fastest-growing channel

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Soft Drinks in Colombia - Industry Overview

EXECUTIVE SUMMARY

Economic volatility, regulatory pressures, and changing consumer needs redefine soft drinks demand in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional and fortified beverages strengthen their position

Health consciousness boosts reduced-sugar products and clean label innovation

Price sensitivity and migration toward discounters and modern retail

WHAT'S NEXT?

Volume recovery expected, though category performance will diverge

Health and functionality will shape innovation pipelines

Digital strategies, influencer collaborations, and direct-to-consumer models gain traction
Event sponsorship and experiential marketing remain priority investments

COMPETITIVE LANDSCAPE

Postobón maintains strong leadership through diversification and distribution
RTD coffee growth led by Procafecol and rising challenger brands
Quala expands across multiple categories with strong, price-competitive brands

CHANNELS

Small local grocers remain key but continue to lose share
Health and beauty specialists emerge as the fastest-growing channel
E-commerce expands gradually with rising promotional sophistication

FOODSERVICE VS RETAIL SPLIT

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