Euromonitor International

Savoury Snacks in Colombia

November 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Productos Ramo Elevates Local Flavours to Drive Repeat Purchase
Chart 2 - Local Flavours and Co-Branding Sustain Category Growth
Vector Foods Repositions Meat Snacks to Capture Functional Demand
Chart 3 - Protein Positioning Accelerates Meat Snacks Expansion
Saltin Noel Reformulates to Maintain Trust Amid Health Scrutiny
Chart 4 - Value Sales 2021-2031
Chart 5 - Volume Sales 2021-2031
Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

D1'S Value Focus Set to Drive Private Label Gains against Established Brands
Applied Nutrition and Paramo Snacks to Leverage Protein and Plant-Based Demand to Fuel Growth
Chart 7 - Analyst Insight for Savoury Snacks
Retailers' Innovation and Rising Income Levels to Reshape Snacking Choices
Chart 8 - Forecast Value Sales 2021-2031
Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico Strengthens Leadership as Vector Foods Accelerates Share Gains
Sanissimo and Kythos Capture Attention with Health and Value Focus
Chart 10 - Company Shares 2026
Chart 11 - Brand Shares 2026

CHANNELS

Discounters Boost Value and Innovation with Health-Led Launches
Rappi Drives E-Commerce Growth with Targeted Bundles and Promotions
Chart 12 - Retail Channels 2021-2026

PRODUCTS

Cultural Resonance and Functional Benefits Guide New Development
Notable Launches across Flavour and Nutrition Segments
Commercial Outcomes of Strategic Portfolio Expansion

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks
Chart 14 - Real Gdp Growth 2021-2031
Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks
Chart 17 - Population 2021-2031
Chart 18 - Consumer Expenditure 2021-2031
Chart 19 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Colombia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

The Power of Experience-Led Collaborations in Colombian Snacks
Chart 21 - Experience-Led Collaborations Drive Snacks Growth in Colombia
The Role of Social Media and Permissible Indulgence
Chart 22 - Social Media Becomes Prime Discovery Channel
Meat Snacks Captures Demand for Protein-Focused Options as New Players Expand Distribution
Chart 23 - Value Sales 2021-2031
Chart 24 - Value Sales by Category 2026

WHAT'S NEXT?

The Evolving Landscape of Retail and Foodservice in Colombian Snacks
The Impact of Glp-1 Therapies and Health-Driven Behaviours on Snacking
Chart 25 - Analyst Insight for Snacks
Impulse Purchase Shifts and Digital Discovery to Reshape Snacking Habits
Chart 26 - Forecast Value Sales 2021-2031
Chart 27 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico Sustains Leadership by Innovating with Local Flavours and Bold Launches
Chart 28 - Company Shares 2026
Chart 29 - Brand Shares 2026

CHANNELS

Oxxo Accelerates Convenience Gains as Discounters Broaden Reach
Bon Bon Bum Leverages Lifestyle Tie-Ins to Fuel Impulse Sales
Low Penetration for E-Commerce as Digital Remains Niche
Chart 30 - Retail Channels 2021-2026

PRODUCTS

Adapting to New Consumption Occasions
Navigating Health Regulations and Medical Trends
Strategic Shifts in Product Positioning and Value Creation

ECONOMIC CONTEXT

Chart 31 - Economic Context for Snacks
Chart 32 - Real Gdp Growth 2021-2031
Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Snacks
Chart 35 - Population 2021-2031
Chart 36 - Consumer Expenditure 2021-2031

Chart 37 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/savoury-snacks-in-colombia/report.