

Beer in Colombia

July 2022

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Beer in Colombia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Beer shows improved performance at off- and on-trade levels
Category leader Bavaria to the fore in terms of new product development
Premium brands in smaller and cheaper pack sizes gain popularity

PROSPECTS AND OPPORTUNITIES

Robust growth in off- and on-trade beer consumption projected from 2022 onwards
Use of social responsibility initiatives to differentiate new brands likely to increase
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