



Euromonitor  
International

# Alcoholic Drinks in Colombia

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Beer remains relatively resilient, amid challenging headwinds

Bavaria maintains its dominant company share, albeit with some pivots to offer affordably-priced options

Small local grocers remain as the largest channel, despite deceleration in growth

## PROSPECTS AND OPPORTUNITIES

Presence of value brands likely to increase and drive growth

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Small local grocers maintain the leading channel place, although competition from cheaper retailers is rising

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- Retailers capitalise on the drop in sales in the on-trade channel

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