



**Euromonitor  
International**

# Beer in Colombia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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  
Low alcohol beer expected to growth, while non-alcoholic beer will remain with limited sales  
Diversity in sizes and returnability likely to remain key points for innovation

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Alcoholic Drinks in Colombia - Industry Overview

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Retail developments  
On-trade vs off-trade split  
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MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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Contraband/parallel trade

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