



Wine in Colombia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Recovery in sales of wine driven by low-priced brands
Innovations focus on different ways of consumption
Retailers capitalise on the drop in sales in the on-trade channel

PROSPECTS AND OPPORTUNITIES

Low-priced wines expected to drive sales, amid an uncertain outlook
Old world low-priced wines expected to increase their presence
Lighter, softer and sweeter wines expected to gain relevance due to the changing preferences of consumers

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Alcoholic Drinks in Colombia - Industry Overview

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2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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