

# Coffee in Colombia

January 2025

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#### Coffee in Colombia - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Retail volume sales display a slight decline as high prices impact buying habits Private label launch new options within the premium instant coffee category Small local grocers face rising challenges from competitive discounter stores

#### PROSPECTS AND OPPORTUNITIES

Cold preparations will expand the use of coffee and boost retail volume growth The interest in speciality coffee and flavours is set to drive growth for premium coffee options Private label is expected to strengthen as discounters continue to gain footfall

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#### EXECUTIVE SUMMARY

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