

Carbonates in Colombia

November 2024

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Carbonates in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health tax negatively impacts demand for carbonates

Non-cola carbonates competing with sparkling flavoured bottled water

Consumers changing their purchasing habits in response to economic pressures

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Health and the economy likely to have a big influence on demand

Functional carbonates expected to gain visibility

Private label unlikely to make significant inroads due to well-established brand loyalty

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