



# Cider/Perry in Colombia

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cider sees small growth, despite its low popularity in Colombia  
Premium Beers dominates cider due to low interest in the category  
Distribution remains concentrated in modern retailers

### PROSPECTS AND OPPORTUNITIES

A low-positive performance is expected over the forecast period  
On-trade sales will remain limited, with stronger social media promotions needed  
Opportunities ahead for small local businesses which make or sell cider

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Retail developments  
On-trade vs off-trade split  
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Advertising  
Smoking ban  
Opening hours  
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