



# Juice in Colombia

November 2024

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## Juice in Colombia - Category analysis

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#### 2024 DEVELOPMENTS

Juice sees declining sales as consumers react badly to the reformulation of Hit

Larger sizes appeal to consumers

Grupo Nutresa brings smoothies to the market as it targets health conscious consumers

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/juice-in-colombia/report](http://www.euromonitor.com/juice-in-colombia/report).