



# Processed Fruit and Vegetables in Colombia

November 2024

Table of Contents

## Processed Fruit and Vegetables in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Declining consumption as limited availability and fresh options challenge growth

Decline for frozen processed potatoes as consumers opt for local, fresh goods

Private label has an increasing presence as brand loyalty remains low

#### PROSPECTS AND OPPORTUNITIES

Demand set to grow as consumers pursue healthier lifestyles

Price will be key to growth and development for processed fruit and vegetables

Innovation will be crucial for processed fruit and vegetables to gain growth

#### CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

## Staple Foods in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2019-2024

Table 14 - Sales of Staple Foods by Category: Value 2019-2024

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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