



Euromonitor
International

RTD Coffee in Colombia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD coffee bounces back thanks to the rise of local brands
- Domestic brands offer differentiated features to drive demand
- Juniper Drinks and Colcafé team up to launch an innovative carbonated RTD coffee

PROSPECTS AND OPPORTUNITIES

- More coffee producers could explore opportunities in RTD coffee as the demand grows
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Soft Drinks in Colombia - Industry Overview

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