



Euromonitor
International

Rtds in Colombia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs see the strongest sales in alcoholic drinks, with double-digit volume growth
Like from Quala SA emerges as the new favourite over Smirnoff Ice
Modern retailers remain the most relevant, but small local grocers are growing rapidly

PROSPECTS AND OPPORTUNITIES

RTDs trend will remain on a positive trajectory, with brand Like expected to maintain strong success
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Alcoholic Drinks in Colombia - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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