



Euromonitor  
International

# Processed Meat, Seafood and Alternatives To Meat in Colombia

November 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

A small improvement for seafood while inflation impacts overall demand  
Private label leads on the seafood landscape, as consumers reach for affordability  
Industrias de Alimentos Zenú SA leads the landscape with its flagship brand Zenú

### PROSPECTS AND OPPORTUNITIES

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