



# Processed Meat, Seafood and Alternatives To Meat in Colombia

November 2024

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

Competitive landscape remains fierce as players expand their offerings  
Meat and seafood substitutes will benefit from growing product variety  
Shrinkflation to fuel demand and ongoing growth over the forecast period

CATEGORY DATA

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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

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## SOURCES

### Summary 1 - Research Sources

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