

# **Concentrates in Colombia**

November 2024

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#### Concentrates in Colombia - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Less is more as leading brands reformulate their products Functional concentrates finding success by targeting women Healthier lifestyles behind the demand for sports drinks in a powder format

#### PROSPECTS AND OPPORTUNITIES

Concentrates likely to see falling demand due to unhealthy image Small local grocers likely to remain the key distribution channel Focus on diet and nutrition could present new opportunities for innovation

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