

# Colombia Food and Drink Report Q2 2016

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#### **Abstracts**

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BMI View: The impact of lower oil prices has hurt our outlook for headline food and drink sales in Colombia, as consumer confidence, unemployment and elevated inflation will lead to a slowdown in 2016 in growth. One of the sectors to watch during the year will be the beer segment, as Molson Coors has entered an agreement with non-alcoholic drinks distributor Postobón. The increase in competition should spur growth in a market where beer consumption has historically been low on a per capita basis.

Latest Updates & Industry Developments

Total food sales (local currency) compound annual growth rate (CAGR), 2016 to 2020: +7.4%.

Beer sector poised for strong growth following the deal for Molson Coors to distribute Coors Light through Postobón's networks.

Soft drinks value sales (local currency) CAGR, 2016 to 2020: +9.9%.

Mineral water to outperform through rising incomes and growing health consciousness.



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