

# RTD Coffee in Colombia

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## Abstracts

RTD coffee continues to experience robust growth in off-trade volume sales in 2023, building on the success of 2022, when sales were boosted by hot summer weather and effective online marketing campaigns, despite remaining a niche category. The prevalence of impulse-driven consumption occasions in 2023 supports demand, as consumers are exposed to alternatives for at-home consumption. The emergence of multipacks available online offers greater cost savings to value-conscious shoppers.

Euromonitor International's RTD Coffee in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTD Coffee market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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