

# Rtds in Colombia

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## Abstracts

RTDs are experiencing significant growth in Colombia, with established categories like spirit-based, wine-based, and malt-based RTDs, as well as new hard seltzer products entering in 2022. Players like F?brica de Licores y Alcoholes de Antioquia launched Bar?, initially in the Caribbean Coast and then expanding to other regions. Corona Tropical entered in mid-2022 backed by strong promotional activity and good visibility at point of sale. Owned by Bavaria SA, the brand benefits from the companie...

Euromonitor International's RTDs 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

### Why buy this report?

Get a detailed picture of the RTDs 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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