



Euromonitor
International

Alcoholic Drinks in Colombia

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Central Cervecera and Postobón Partnership Sparks New Consumption Occasions

Chart 2 - Central Cervecera and Postobón Partner to Launch Refajo Andina

Bavaria Leverages Corona Cero to Expand Non Alcoholic Beer Occasions

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Gen Z to Drive Shift Towards Low-Alcohol and Small-Format Beer Innovation

Flavoured Beer and Rtds Reshape Consumer Experiences and Channel Strategy

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 7 - Analyst Insight for Alcoholic Drinks

Central Cervecera Challenges Bavaria with Value Segment Gains

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Discounters Attract Leading Brands and Drive Retail Expansion

Rappi and Tada Fuel Impulse Purchases with Ultra-Fast Delivery

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Central Cervecera and Bavaria Shape New Drinking Experiences

Chart 10 - Bavaria Launches Corona Cero

Small-Format Launches Expand Brand Reach and Value

ECONOMIC CONTEXT

Chart 11 - Economic Context for Alcoholic Drinks

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Alcoholic Drinks

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Central Cervecera Adapts Product Sizing to Sustain Sales Amid Elevated Inflation

Chart 18 - Andina Adopts Smaller Pack Size

Lager Maintains Dominance as Non Alcoholic Beer Rebounds through Innovation

Central Cervecera and Postobón Spark Flavoured Beer Innovation with New Launches

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Central Cervecera and Bavaria Spark Shift to Flavour and Moderation

Gen Z Moderation and Small-Format Launches to Reshape Sales Mix

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 23 - Analyst Insight for Beer

Central Cervecera Challenges Bavaria'S Dominance through Rapid Share Gains

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Bavaria Accelerates Discounter Growth with Exclusive Launches

Rappi and Tada Redefine Beer Delivery with Rapid Fulfilment

PRODUCTS

Central Cervecera Leverages Flavour Partnerships to Revitalise Consumption Occasions

Chart 26 - Central Cervecera and Postobón Partner to Launch Refajo Andina

Bavaria Adapts Packaging to Support Affordability

Corona Cero Expands Non Alcoholic Beer to Meet Growing Demand for Moderation

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beer

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beer

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 33 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Golden Lion Leverages Local Production to Compete on Price

Chart 34 - Golden Lion Is the Only Domestic Producer

Aspall and Stowford Press Struggle for Relevance as Consumer Interest Wanes

Chart 35 - Volume Sales 2020-2030

Chart 36 - Value Sales by Category 2025

WHAT'S NEXT?

Aspall and Stowford Press Lose Ground as Wine Draws Price-Sensitive Consumers

The Cider House and Madriguera Brewing Struggle to Reach a Wider Audience

Chart 37 - Forecast Value Sales 2020-2030

Chart 38 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Premium Beers Sas Strengthens Hold as Imports Narrow Competition

Chart 39 - Aspall and Stowford Press Dominate Sales

Chart 40 - Company Shares 2025

Chart 41 - Brand Shares 2025

CHANNELS

Grupo Éxito Secures Exclusive Access for Leading Cider/Perry Brands

E-Commerce yet to Make Its Mark in Cider/Perry

ECONOMIC CONTEXT

Chart 42 - Economic Context for Cider/Perry

Chart 43 - Real GDP Growth 2020-2030

Chart 44 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 45 - Consumer Context for Cider/Perry

Chart 46 - Population 2020-2030

Chart 47 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 48 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Quala and Phusion Projects Broaden Appeal with New Launches

Chart 49 - Los Cuates Enters the Value Segment

Local Spirits Brands Unlock New Ways to Enjoy Aguardiente

Brand Innovation and Flavour Diversity Drive Double-Digit Expansion

Chart 50 - Volume Sales 2020-2030

Chart 51 - Volume Sales by Category 2025

WHAT'S NEXT?

Quala's Low-Priced Launches Drive Growth among Younger Adults

Los Cuates and Like to Reshape Distribution and Innovation Patterns

Chart 52 - Forecast Volume Sales 2020-2030

Chart 53 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Quala Accelerates Share Gains as Pricing Transforms Access

Chart 54 - Analyst Insight for Rtds

Chart 55 - Company Shares 2025

Chart 56 - Brand Shares 2025

CHANNELS

Quala Boosts Traditional Retail with Affordable Multipack Offerings

Rappi and Tada Capitalise on Impulse Buying with Rapid Delivery

PRODUCTS

Quala Expands Access with Low-Priced, Flavourful Spirit-Based Launches

Chart 57 - Mamitas Lands in Colombia

Licorera De Caldas Reimagines Aguardiente with Ready-To-Drink Innovation

ECONOMIC CONTEXT

Chart 58 - Economic Context for Rtds

Chart 59 - Real GDP Growth 2020-2030

Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Rtds

Chart 62 - Population 2020-2030

Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Premium Launches and Expanded Access Drive Value Gains
Aguardiente and Tequila Attract New Drinkers with Innovation
Co-Branding and Premium Experiences Reshape Consumer Habits
Chart 64 - The Macallan Gallery: a Premium Experience
Chart 65 - Volume Sales 2020-2030
Chart 66 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Whisky and Tequila Brands Win New Drinkers with Innovation
New Bottle Sizes and Premium Launches Reshape Pricing Strategies
Chart 67 - Forecast Volume Sales 2020-2030
Chart 68 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Regulatory Reform Impacts the Leading Players
Chart 69 - Company Shares 2025
Chart 70 - Brand Shares 2025

CHANNELS

Supermarkets Challenge Small Local Grocers with Promotional Pricing
Rappi Fuels E-Commerce Gains as Shoppers Seek Flexibility
On-Trade Venues Drive Premium Launches with Experiential Focus

PRODUCTS

D1 and Macallan Gallery Redefine Access and Experience through Pricing and Luxury
Café Buendía and Draay Expand Flavour Boundaries and Wellness Occasions
Chart 71 - Café Buendia and Aguardiente Amarillo De Manzanares: a "Ready-To-Celebrate" Flavor

ECONOMIC CONTEXT

Chart 72 - Economic Context for Spirits
Chart 73 - Real GDP Growth 2020-2030
Chart 74 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 75 - Consumer Context for Spirits
Chart 76 - Population 2020-2030
Chart 77 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Colombia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 78 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Pinta Negra Expands Access with Affordable Bag-In-Box Format
Chart 79 - Pinta Negra Succeeding with Bag-In-Box Format
Still Light Grape Wine Retains Leadership as Bag-In-Box Fuels Value Growth
Gato Negro Sweet Line Attracts Younger Drinkers with Flavour Innovation

Chart 80 - Gato Negro Launches Sweet Wine Line

Chart 81 - Volume Sales 2020-2030

Chart 82 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Expand Access to Affordable European Wine and Drive Growth

Colombian Wine Market Slow to Uncork Zero-Proof Growth

Chart 83 - Forecast Value Sales 2020-2030

Chart 84 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

D1 Grows Share by Widening Access to Imported Labels

Chart 85 - Company Shares 2025

Chart 86 - Brand Shares 2025

CHANNELS

D1 and Ara Capture Shoppers with Affordable Wine Innovations

Rappi Increases Digital Convenience as Online Wine Sales Gain Traction

ECONOMIC CONTEXT

Chart 87 - Economic Context for Wine

Chart 88 - Real GDP Growth 2020-2030

Chart 89 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 90 - Consumer Context for Wine

Chart 91 - Population 2020-2030

Chart 92 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-colombia/report.