



**Euromonitor
International**

Tea in Colombia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

2025 developments highlight growing interest in wellness-led and functional infusions

INDUSTRY PERFORMANCE

Retail value sales increase in 2025 as wellness positioning drives renewed demand

Fruit and herbal tea continues to lead growth through flavour innovation and functional appeal

WHAT'S NEXT?

Tea expected to maintain steady growth as health consciousness broadens consumption occasions

Health-driven innovation and the expansion of specialty tea retail expected to enhance category visibility

Market polarisation expected to intensify as private label and premium tiers expand

COMPETITIVE LANDSCAPE

Agricola Himalaya maintains leadership through wide channel reach and functional innovation

Stash strengthens premium positioning through unique flavours and expanded specialty retail presence

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Hot Drinks in Colombia - Industry Overview

EXECUTIVE SUMMARY

Economic stabilisation supports renewed household consumption despite persistent price pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Premiumisation accelerates as consumers seek higher-quality experiences at home

Health and functionality strengthen as core drivers of consumption

Discount channels reshape competitive strategies and pricing architecture

WHAT'S NEXT?

Coffee to sustain growth as consumption occasions diversify

Tea to benefit from wellness positioning and digital engagement

Other hot drinks to post moderate volume gains but stronger value growth

COMPETITIVE LANDSCAPE

Leading companies deepen channel specialisation and affordability strategies

Most dynamic players accelerate innovation and visibility

CHANNELS

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