



Edible Oils in Colombia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Colombia's edible oils market posts moderate growth amid economic uncertainty

INDUSTRY PERFORMANCE

Rationalised consumption and promotional activity define category dynamics
Olive oil gains momentum as consumers embrace premium and health cues

WHAT'S NEXT?

Volume recovery expected as affordability improves and health trends deepen
Health and wellness innovation to drive reformulation and brand differentiation

COMPETITIVE LANDSCAPE

Private label leadership strengthened by affordability and reach
Manuelita leverages imported brands to expand in premium olive oil

CHANNELS

Discounters consolidate dominance while elevating private label perception
Convenience stores and digital channels expand accessibility and modernise shopping

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EXECUTIVE SUMMARY

Colombia's cooking ingredients and meals market grows through value-driven strategies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking revival drives innovation in herbs, spices and seasonings
Collaborations between brands strengthen visibility and consumer engagement
Digital influence and experiential marketing reshape brand strategies

WHAT'S NEXT?

Innovation to remain centred on health, convenience and differentiation
Social media and emotional connection will continue to shape purchasing behaviour
Health-focused reformulations and plant-based innovation to gain momentum

COMPETITIVE LANDSCAPE

Private label consolidates leadership amid fragmentation

Smaller local players gain ground through specialisation and premium appeal

Retailer-driven innovation elevates private label perception

CHANNELS

Discounters drive accessibility and redefine category value

Convenience stores expand reach and evolve into one-stop shops

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