



**Euromonitor
International**

Sweet Spreads in Colombia

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovative products sustain interest in sweet spreads, despite economic challenges

INDUSTRY PERFORMANCE

Economic headwinds test resilience, but flavour innovation sustains excitement
Honey benefits from health awareness and local authenticity

WHAT'S NEXT?

Spreads to gain traction through versatility and snacking occasions
Co-branding and health-forward innovation to shape future launches
Experiential activations and digital innovation enhance brand connection

COMPETITIVE LANDSCAPE

Private label expands leadership through affordability and trend alignment
Apiarios El Pinar consolidates growth through quality and capacity

CHANNELS

Supermarkets maintain leadership through scale and variety
Discounters continue to outpace growth with scale and innovation

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