



Spirits in Colombia

June 2023

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Spirits in Colombia - Category analysis

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2022 DEVELOPMENTS

Strong growth in spirits despite inflationary pressures

Local spirits aguardiente and rum thrive in 2022

Shifts in consumer preferences drive growth in Tequila and Bourbon while whisky faces challenges

PROSPECTS AND OPPORTUNITIES

Positive growth expected for spirits amid economic challenges and shifts in consumer behaviour

Local companies will continue diversifying to reach younger audiences

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