



# Spirits in Colombia

June 2024

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## Spirits in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Local spirits support overall category growth  
Coloured aguardiente strikes a chord with young adults  
More affordable brands gain traction as consumers' incomes are squeezed

#### PROSPECTS AND OPPORTUNITIES

Aguardiente to underpin category growth  
New colours and flavours to emerge in spirits  
Opportunities in the economy spirit segment

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On-trade vs off-trade split  
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