**The Food and Beverage Market in Colombia**

The food and beverage market in Colombia is constantly expanding and offers opportunities in several segments.

### Main Segments of the Food Industry in Colombia 2018

- **31%** (US$ 3.8 billion) - Milling, bakery and pastry
- **25%** (US$ 3.1 billion) - Dairy products
- **18%** (US$ 2.2 billion) - Flour, confectionery and snacks
- **11%** (US$ 1.3 billion) - Fruits, legumes, oils and sauces
- **9%** (US$ 1.1 billion) - Meat
- **6%** (US$ 0.9 billion) - Others

### Main Segments of the Beverage Industry in Colombia 2018

- **39%** (US$ 3.9 billion) - Beer
- **19%** (US$ 1.9 billion) - Carbonated drinks
- **16%** (US$ 1.7 billion) - Juices and bottled water
- **11%** (US$ 1.1 billion) - Spirits
- **5%** (US$ 0.527 billion) - Coffee
- **10%** (US$ 1 billion) - Others

### Graph: Processed Foods Sales in Colombia (2012-2022)

- **32%** is the expected growth of processed food consumption between 2018 and 2023.
- **6%** will be the industry’s annual growth demand in the next five years.
- **29.8** Billion US$ are the estimated sales in 2021 for this sector in Colombia.

The agency offers specialized services for investors during each step of their investment process: exploratory phase, start-up, operational phase and reinvestment, free of charge and on a confidential basis.

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Invest in Bogota is the investment promotion agency for Bogota and Cundinamarca.

The city demands 60% of Colombian total imports, and accounts for 41% of the country’s food and beverage imports.

With a middle class representing 51.6% of its population, Bogota has a robust market for value-added processed foods.

39 of the top 100 companies in the industry.

Opportunities in Bogota’s processed food industry:

- Meeting food demand through formats such as private labels and discount retailers.
- Operations focused on the developing infrastructure and logistics, specially related to the enhancement of the industry’s value chain.
- Production of superfoods, organic raw materials and functional food.

For more information, visit www.investinbogota.org