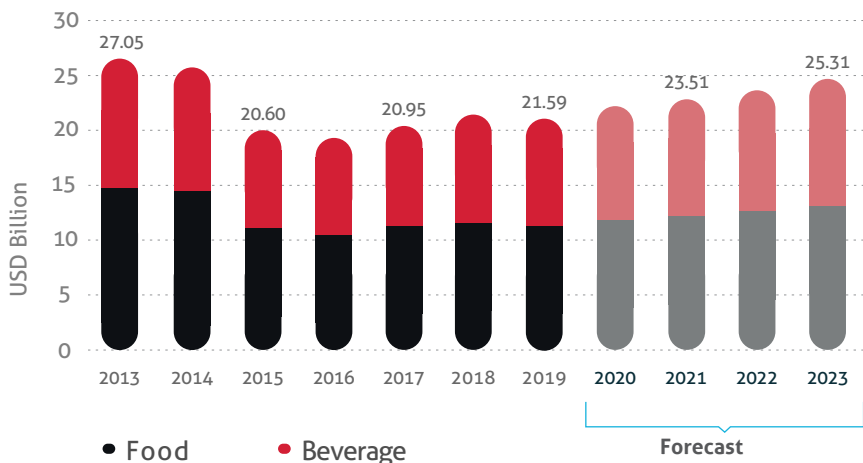


The food and beverage market in Colombia is constantly expanding and offers opportunities in several segments

Processed Foods Sales in Colombia (2013-2023)



AN INDUSTRY WITH HIGH POTENTIAL
While the per capita consumption of processed food in Latin America was USD 660 in 2019, in Colombia was USD 429.



Source: Euromonitor International, 2020
Prepared by Invest in Bogota.
Note: 2015 drop back is mainly caused by COP/USD.

23%
is the expected growth of processed food consumption between 2018 and 2023.

4%
will be the industry's annual growth demand in the next five years.

26.5
Bilion US\$ are the estimated sales in 2024 for this sector in Colombia.

The industry's main players are located in Bogota



Main segments of the food industry in Colombia 2019

- 30%** (US\$ 3,5 billion) Milling, bakery and pastry
- 24%** (US\$ 2,9 billion) Dairy products
- 19%** (US\$ 2,2 billion) Flour, confectionery and snacks
- 11%** (US\$ 1,3 billion) Fruits, legumes, oils and sauces
- 9%** (US\$ 1,1 billion) Meat
- 7%** (US\$ 793 million) Others

Main segments of the beverage industry in Colombia 2019

- 39%** (US\$ 3,8 billion) Beer
- 19%** (US\$ 1,8 billion) Carbonated drinks
- 16%** (US\$ 1,6 billion) Juices and bottled water
- 12%** (US\$ 1,2 billion) Spirits
- 5%** (US\$ 503 million) Coffee
- 9%** (US\$ 1 billion) Others

Bogota-Region is the main consumption and sales center in Colombia



Industry's sales by department 2019

43%
Bogota-region

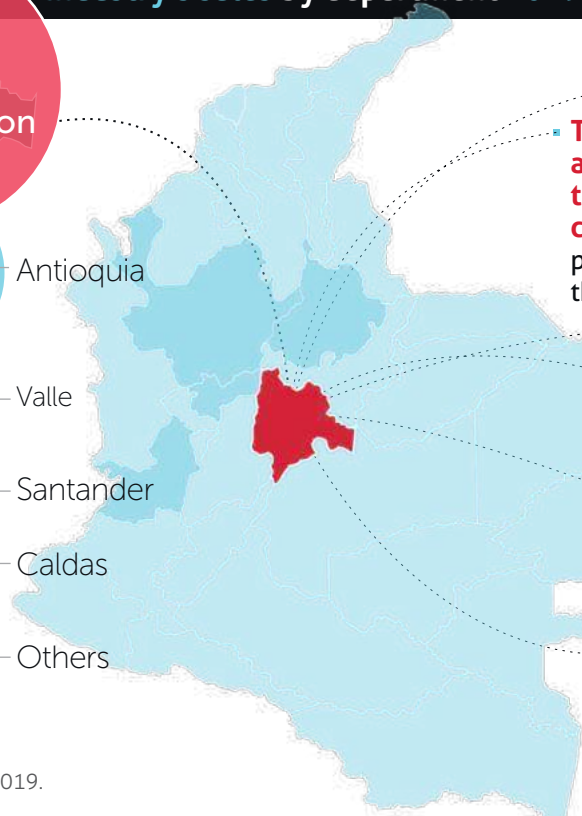
24% — Antioquia

19% — Valle

3% — Santander

3% — Caldas

9% — Others



▪ **The Bogota market has a higher purchasing power than the rest of the country**, with a GDP per capita greater in 67% than the national average.

▪ **The city demands 64% of Colombian total imports**, and accounts for 40% of the country's food and beverage imports.

▪ **Dynamic domestic demand:** Bogota's household food consumption grew by 4% per year between 2014 and 2019.

▪ **With a middle class representing 51% of its population**, Bogota has a robust market for value-added processed foods.

▪ **Preferential access to more than 68 countries** through 16 free trade agreements in force.

▪ **40 of the top 100 companies** in the industry.

Source: Emis, 2019.

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.

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