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

**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

**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

**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.

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 Billion US$ are the estimated sales in 2024 for this sector in Colombia.

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

**Processed Foods Sales in Colombia (2013-2023)**

Source: Euromonitor International, 2020
Prepared by Invest in Bogota.

Note: 2015 drop back is mainly caused by COP/USD.
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.

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

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.

PBX: +57 (1) 742 3030

For more information, visit www.investinbogota.org