



# Sports Drinks in Colombia

December 2025

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## Sports Drinks in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong demand for rehydration solutions drives exceptional category growth

#### INDUSTRY PERFORMANCE

Retail volume sales of sports drinks increased in 2025

Oral rehydration solutions were the most dynamic category in 2025

#### WHAT'S NEXT?

Retail volume sales of sports drinks are expected to continue rising over the forecast period

Digital commerce and app-based delivery will play a growing role in shaping consumption

Health, natural ingredients and format innovation will guide future product development

#### COMPETITIVE LANDSCAPE

Gatorade retains leadership through strong distribution, sports associations and expanded ORS positioning

Hidra Tao achieves fastest growth through repositioning and strategic sports sponsorships

#### CHANNELS

Traditional trade remains essential, but e-commerce adoption continues to grow

Health and beauty specialists are the fastest-growing channel

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## Soft Drinks in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Economic volatility, regulatory pressures, and changing consumer needs redefine soft drinks demand in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Functional and fortified beverages strengthen their position

Health consciousness boosts reduced-sugar products and clean label innovation

Price sensitivity and migration toward discounters and modern retail

#### WHAT'S NEXT?

Volume recovery expected, though category performance will diverge

Health and functionality will shape innovation pipelines

Digital strategies, influencer collaborations, and direct-to-consumer models gain traction  
Event sponsorship and experiential marketing remain priority investments

## COMPETITIVE LANDSCAPE

Postobón maintains strong leadership through diversification and distribution  
RTD coffee growth led by Procafecol and rising challenger brands  
Quala expands across multiple categories with strong, price-competitive brands

## CHANNELS

Small local grocers remain key but continue to lose share  
Health and beauty specialists emerge as the fastest-growing channel  
E-commerce expands gradually with rising promotional sophistication

## FOODSERVICE VS RETAIL SPLIT

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