



Sweet Spreads in Colombia

November 2025

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Sweet Spreads in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovative products sustain interest in sweet spreads, despite economic challenges

INDUSTRY PERFORMANCE

Economic headwinds test resilience, but flavour innovation sustains excitement

Honey benefits from health awareness and local authenticity

WHAT'S NEXT?

Spreads to gain traction through versatility and snacking occasions

Co-branding and health-forward innovation to shape future launches

Experiential activations and digital innovation enhance brand connection

COMPETITIVE LANDSCAPE

Private label expands leadership through affordability and trend alignment

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Cooking Ingredients and Meals in Colombia - Industry Overview

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Colombia's cooking ingredients and meals market grows through value-driven strategies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home cooking revival drives innovation in herbs, spices and seasonings

Collaborations between brands strengthen visibility and consumer engagement

Digital influence and experiential marketing reshape brand strategies

WHAT'S NEXT?

Innovation to remain centred on health, convenience and differentiation

Social media and emotional connection will continue to shape purchasing behaviour

Health-focused reformulations and plant-based innovation to gain momentum

COMPETITIVE LANDSCAPE

Private label consolidates leadership amid fragmentation

Smaller local players gain ground through specialisation and premium appeal

Retailer-driven innovation elevates private label perception

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