



Euromonitor
International

Cooking Ingredients and Meals in Colombia

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Cooking Ingredients and Meals in Colombia

EXECUTIVE SUMMARY

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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Discounters drive accessibility and redefine category value
Convenience stores expand reach and evolve into one-stop shops

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Colombia's edible oils market posts moderate growth amid economic uncertainty

INDUSTRY PERFORMANCE

Rationalised consumption and promotional activity define category dynamics
Olive oil gains momentum as consumers embrace premium and health cues

WHAT'S NEXT?

Volume recovery expected as affordability improves and health trends deepen
Health and wellness innovation to drive reformulation and brand differentiation

COMPETITIVE LANDSCAPE

Private label leadership strengthened by affordability and reach
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Spending constraints impact demand for meals and soups

INDUSTRY PERFORMANCE

Consumers trade down from convenience to home-cooked alternatives
Prepared salads carve out a niche among higher-income consumers

WHAT'S NEXT?

Convenience set to recover as consumers balance time and cost
Health-and-wellness positioning and collaborations to drive innovation
Plant-based and portion-controlled formats to expand with economic recovery

COMPETITIVE LANDSCAPE

Private label broadens variety and reinforces affordability message
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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Economic challenges reinforce the appeal of affordable and familiar brands

Herbs and spices thrive on home-cooking momentum and younger consumer engagement

WHAT'S NEXT?

Culinary fusion and digital storytelling to expand consumer engagement

Health and wellness innovation to redefine category positioning

Private label dips expand as healthy snacking culture evolves

COMPETITIVE LANDSCAPE

Market polarisation between value-led and premium gourmet offerings

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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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

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country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-colombia/report.