



**Euromonitor  
International**

# Meals and Soups in Colombia

November 2025

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## Meals and Soups in Colombia - Category analysis

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#### 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

K-listo builds presence through local flavour and multi-channel reach

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## Cooking Ingredients and Meals in Colombia - Industry Overview

### 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-colombia/report](https://www.euromonitor.com/meals-and-soups-in-colombia/report).