

Colombia's food and beverage market

Growing market for processed and packaged food

Strengths

- Increasing demand for imported products
- Great importance put on food safety; EU products deemed as safe
- Protection of several EU GI products
- Colombia as a net importer of agri-food products

Weaknesses

- Distribution challenges: topography of the country and infrastructure deficiencies
- EU not a major exporter
- Relatively low consumption (*per capita*) of processed and packaged food

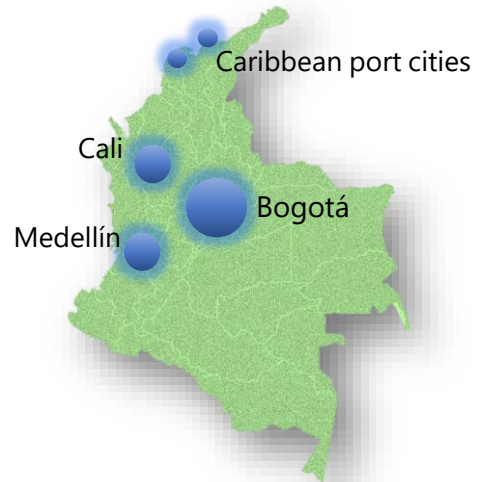
Opportunities

- Colombia as a third largest economy in the region
- Fast-growing market
- Growing lower and middle income population - stimulating growth in processed foods

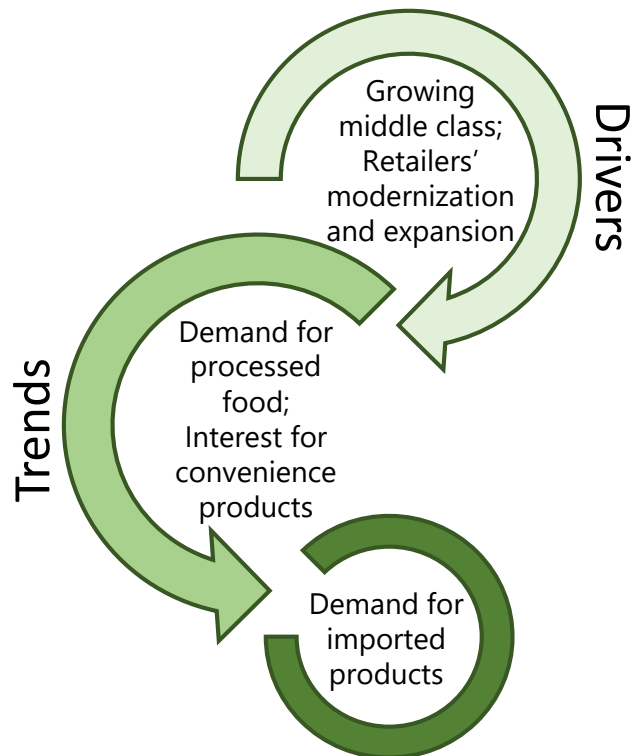
Threats

- Multiple FTAs with other countries create competition
- Issues with enforcing IPR
- Undeveloped cold chain in most parts of the country
- High internal transport costs

Focus markets in urban locations



Growing middle class & demand for processed food



Increasing demand for premium products imported from the EU



Consumption of **wine** on considerable rise; quality image of EU wines



EU countries among top exporters with an excellent reputation of their **spirits**



Growing demand and positive image of **olive oil**; EU among top exporters



Dairy products seen as a staple; increasing knowledge about EU products (e.g. cheeses)



EU products gaining popularity (e.g. **apples and pears**) due to quality image

Middle class the largest part of society



Price-sensitive middle class



Affluent quality seekers



Young novelty seekers