

Non-dairy milk alternatives: new trend in Colombia



According to the figures from The National Administrative Department of Statistics – DANE, the sector had increased 4.3% from January to October 2018, in comparison to the same period in 2017



Plant-based or non-dairy milk products, most commonly known as vegetable milks, vegetable drinks or vegetable beverages is a fast-growing segment in new food products development category of functional and specialty beverage worldwide. It is very common to find these beverages made of almond, rice, coconut, soy, oat and sesame in the retail.

Nielsen reveals that in its “Retail Measurement Services”, the almond drink showed an increase of 8% in terms of production volume during 2018 and represents 45% of the total vegetable beverage sector. People tends to choose cow milk alternatives, especially for lactose intolerance, cow milk allergy, calorie concern and vegan diet preference consumers.

The consumption, specifically of almond drinks, is on the rise. People are moving to this sector by conviction or due to health reasons. 9 out of 10 Colombians are willing to pay more for a better-quality product. Nowadays, Colombia ranks 3rd in the consumption of vegetable milks, after Mexico and Brazil.

Growth of the category in the region (in million lt.)

The most consume brands in Colombia

CRECIMIENTO DE LA CATEGORÍA EN LA REGIÓN

Cifras en millones de litros

| | 2017 | 2022 |
|----------|------|------|
| México | 23,7 | 52,6 |
| Brasil | 2,6 | 4,4 |
| Colombia | 1,4 | 2 |
| Perú | 0,2 | 0,4 |

TOP DE LAS TRES MARCAS MÁS CONSUMIDAS EN COLOMBIA

| Marca | Compañías | Participación |
|----------------|--------------|---------------|
| Silk | Grupo Danone | 73,4% |
| Nature's Heart | Terrafertil | 14,2% |
| Otras | - | 6,7% |
| Isola Bio | Abafood | 5,7% |

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Since, all products of vegetable origin (soy, coconut, rice, among others) do not have the same composition, characteristics nor origin of the milk, the Colombian milk Union is working to distinguish these products and not refer to them as "milk" but as "beverage", in order to not confuse consumers. According to Jeffrey Fajardo López, Executive President of the Colombian Milk Processor Association (Asoleche), in Colombia there is a regulation that prohibit any beverage to be called as "milk", if it doesn't come from mammary gland", he stated. He also mentioned, that if the label mentions the word "milk", the stores are required to show a sign next to the product mentioning that it's not milk.

Precisely from the Superintendence of Industry and Commerce (SIC), it is ordered that either these beverages or any products made with whey (milk by-products for the food processing sector) must have the following specifications in their labels: "this product is not milk. Ingredients and nutritional quality differ from the ones from the milk".

Colombia: producer and consumer of coffee

Colombia is the world's 3rd producer of coffee, after Brazil and Vietnam, with over 13 million sacks produced during 2017. Even though its consumption per capita is not among the highest ones with only 2,2 kg, it's evident that a cup of coffee is always included for breakfast. According to Nielsen, the consumption reached 4%, the figure is significant if we take into consideration that the world rate in the same period only increased between 1,5% and 2%.



Vegetable beverages, such as soy, almond, and rice are some of the alternative chose by Colombian consumers to prepare a good cup of coffee with "milk" and these non-dairy milk alternatives are perfectly produced to prepare a latte Macchiato or Cappuccino, among other preparations.

Therefore, in order to followed with consumer preferences, some companies, such as Nespresso www.nespresso.com.co have created some coffee capsules that can be mixed with these vegetable drinking products and keep the exceptional flavor and intense aroma of the original product.

Despite the country is looking for healthy alternatives in this field, Thailand can supply newer functional options in order to meet the present demand of Colombian consumers. As the market shows, customers are becoming aware of their health and lifestyle and are willing to expend if the product deserve it.

Source: www.sectorial.co
www.larepublica.co
www.rcnradio.com
www.deleitese.co

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