DOING BUSINESS IN Colombia

Population 50K| GDP Growth 1.7% (*est. 2024) I GDP PC $19K |
Still Wine Imports 2.3M 9 lt cs

Global trends will continue to catch up in Colombia as cities like Cartagena, Medellin and Barranquilla gain international recognition as top destinations in the region. With 2026 presidential elections results favoring business friendly candidate, there should be an increase in foreign direct investment, as well as local capital, on economic development. Increase in digital nomad communities earning USD or Euros benefit consumption of international products.

Wine in Colombia

Total Addressable Market

Strong growth in imported still wine (+15%) in 2025 driven by years of interest in affordable red wines, particularly from Chile. Total Imported Still Wine Category 2.3M cases, led by Chile with 1.2M cs(+10%) followed by Argentina 40K cs (+13%) and Spain 324K cs(+6%) . US imports 17K (-10%).

Consumption Trends

Varietal mix closely tracks to country-of-origin importers:

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Cabernet Sauvignon	359.23	344.28	21.7%	-4.2%	0.2%
- Malbec	247.46	232.34	14.6%	-6.1%	-3.7%
- Carménère	192.73	178.30	11.2%	-7.5%	-4.0%
- Sauvignon Blanc	176.53	155.83	9.8%	-11.7%	1.1%
- Merlot	144.06	154.97	9.8%	7.6%	8.8%
- Chardonnay	55.73	59.40	3.7%	6.6%	-3.0%
- Shiraz/Syrah	14.27	4.15	0.3%	-70.9%	-17.2%
- Pinot Noir	3.49	2.93	0.2%	-16.0%	-1.1%
- Pinot Gris/Pinot Grigio	2.93	2.83	0.2%	-3.4%	-2.8%
- Zinfandel	1.00	1.00	0.1%	0.0%	0.0%
- White Zinfandel	0.40	0.40	0.0%	0.0%	-4.4%
- Chenin Blanc	0.72	0.11	0.0%	-84.7%	-27.3%
- Pinotage	0.05	0.00	0.0%	-100.0%	-
- Other Varietals	242.47	450.38	28.4%	85.7%	-7.0%

*https://openfactbook.org/

Trading Notes for Wineries

The off-premise (89% of vol of total wine) small discount supermarket and D1 dominates the discounter category importing directly from producers. Affordable Tetra Pak and entry-level wines at low prices in discount chains has opened the opportunity for wine to compete with other categories, allowing many Colombians to drink wine for the first time. Grupo Exito Supermakets accounts for a vast share of national wine sales.

On-premise (11% of vol of total wine) demonstrate the opportunity to develop dining consumption occasions, wine parings and promotions in restaurants to expand wine knowledge and enjoyment.
Spirits are having strong development through mixology and there is an opportunity for wine to develop its story telling and association with good living for affluent consumers.

Market Insights

- Colombia’s growing middle class presents an opportunity to develop wine consumption
- Significant part of the addressable consumer base does not understand or participate in the wine category. Many of those who do, make purchasing decisions based on low price entry points
- Discount retailers have become the main gateway to enter the category or increase consumption frequency through affordable wines
- Wine has aspirational position in the mind of consumers and remains a high social status indicator
- Higher-income consumers remain resilient and will support premiumization trends through interest in gourmet lifestyles in metropolitan areas
- Tourism expansion and premium offerings in restaurants and hotels will continue to support growth
- Digital marketing and sommelier influencers can impact younger, urban consumers through storytelling

Taxes, Shipping and Terms

- 1 USD = 3,365 COP (fluctuates frequently)

- Tariff Rate 0% after US-Colombia Trade Promotion Agreement (2012)
    - Need to provide US Certificate of Origin
    - Without this documentation wine tariff rate of 15%

- **Internal Taxes**

    - **A. Value-Added Tax**
    - 5% collected at point of import

    - **B. Excise / Consumption Tax**
        - 1. Specific Component based on Alcohol Volume – ABV
        - Changes annually
        - COP 243 per degree of alcohol
        - 14% 750 ml = $3,276 COP = $.097 USD
        - 2. Ad Valorem based on retail price (20%)
        - Calculated on Retail Price before taxes (PVP)
            - Retail approximation comes from a table published annually by National Department of Statistics (DANE)

Required Documentation

Documentation and Compliance

- Sanitary Registration (INVIMA)
    - Can take several months
- Good Manufacturing Practices (GMP):
    - Can be substituted with Certificate of Free Sale by TTB provided it identifies the winery as producer
- Spanish Labeling:
    - Name and address of importer
    - INVIMA sanitary registration number
    - Alcohol content
    - Exact warning “el exceso de alcohol es perjudicial para la salud"
    - Must legally occupy 1/10th of total label area
    - Warning “Prohíbese el expendio de bebidas embriagantes a menores de edad"

Pricing Guidelines for Importers

	Calculation / Cost	$1.00 USD	$4,000 COP Value
FOB California	Winery base price per bottle	$10.00	COP 40,000
Freight, Reefers, & Ins.	Shipping to Cartagena (Estimate)	$1.50	COP 6,000
CIF Colombia	Base value for taxes	$11.50	COP 46,000
Import Tariff (Arancel)	0% (US-Colombia FTA)	$0.00	COP 0
Port & Customs Brokerage	Estimated local handling	$0.50	COP 2,000
Landed Cost (pre-ICL)	CIF + Brokerage	$12.00	COP 48,000
ICL: Specific Component	14% ABV × COP $243 per degree[6]	$0.85	COP 3,402
ICL: Ad Valorem (20%)	20% on a certified DANE price (est. COP 80,000)[9]	$4.00	COP 16,000
Distributor Cost Basis	*Landed Cost + Total ICL (Specific + Ad Valorem)*	$16.85	COP 67,402
Wholesale Price to Retail	Assumes **35% Gross Margin** (COP 67,402 / 0.65)	$25.92	COP 103,695
Retail Shelf Price (pre-VAT)	Assumes **30% Gross Margin** (COP 103,695 / 0.70)	$37.03	COP 148,136
Final Price to Consumer	Shelf Price + 5% IVA	$38.89	COP 155,543

Tables and Tax information serve as directional reference per market that are subject to changes and updated by each country throughout the year. Contact your local importer for up-to-date information.

Notable Importers

- Dislicores S.A.S.
- Koba Colombia S.A.S. (D1)
- Global Wine y Spirits Ltda
- Marpico S.A.
- Almacenes Éxito S.A.
- Inverleoka S.A. (Zona K)
- Vincorte S.A.S.
- Altipal S.A.S.
- La Casa de Rhin S.A.S.
- Dicermex S.A.

Price Tiers

Category	2024	2025	Market Share	CAGR 2024–25	Price Range (COP$)
	(000s 9L Cases)	(000s 9L Cases)			
Still Wine	**2,196.80**	**2,499.04**	**100.0%**	**13.8%**	Over 1,837,500.01
Prestige-Plus	0.10	0.15	0.0%	50.0%	676,601.39 to 1,837,500.00
Prestige	0.18	0.44	0.0%	144.4%	352,500.01 to 676,601.38
Ultra-Premium	4.90	4.90	0.2%	0.0%	187,000.01 to 352,500.00
Super-Premium	20.39	22.32	0.9%	9.5%	132,000.01 to 187,000.00
Premium	97.33	108.16	4.3%	11.1%	69,296.44 to 132,000.00
Standard	509.13	542.65	21.7%	6.4%	42,970.02 to 69,296.43
Value	541.77	673.37	28.3%	5.1%	42,970.01 and under

Cultural Awareness and Considerations

- Consider the implications of the COP to USD exchange rate volatility
  - As of July 2026, the Peso has strengthened by 16.25% in the last 12 months
- The growth of the gastronomy sector opens opportunities for US Wine growth
  - Consider local influencers and gatekeepers.
- Highly image driven upper class:
  - Expand consumption of wine to the masses while promoting luxury and exclusivity to affluent sector
- Spend time and budget in large urban centers (Bogota, Medellin, Cali, Barranquilla, Cartagena). It’s a large country and many the opportunity for wine growth in smaller cities is still minimal.
- One of a few countries in Latin America with more than 3 cities with over 1MM population
- To successfully approach business partners in Colombia, understand the regional dynamics in these mayor urban centers
- California Wine growth will rely on building substantial brand equity through education and story telling to convince a retail consumer to purchase a COP $100,000 California Cabernet versus a highly rated Chilean option for $50,000

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CALIFORNIA WINES