

Market Overview

Colombia is experiencing solid economic growth. Its average GDP growth per year has hovered around 4.7% over the last decade. As a result, Colombia's middle class is growing. As more and more families move into the middle income class, consumption patterns and tastes are changing in Colombia. This is partly due to the fact that these families have more disposable income. Eating patterns are also changing due to urbanization. Colombia is the third most populated country in Latin America, and about 75% of the population reside in urban areas.

Colombia is the U.S.'s second largest agricultural trade destination in Latin America. U.S. agricultural exports to Colombia totaled \$2.6 billion in 2015. Furthermore, U.S. consumer-oriented products were up 4 percent to \$590 million in FY2015; these accounted for 21% of total U.S. agricultural exports to Colombia in 2015. The following consumer-oriented products have the best sales potential in the Colombian market: fresh fruits, processed vegetables, tree nuts, spices, wine, fresh vegetables, and healthy-food products.

Trade between the U.S. and Colombia has expanded because of Colombia's free-trade agreement with the U.S. (United States-Colombia Trade Promotion Agreement or CTPA) which came into effect in 2012. In addition to CTPA, the Colombian government has launched plans to revamp its transportation infrastructure. This plan known as "Fourth Generation" or 4G will hopefully create about 6,000 kilometers of roadway. This measure will facilitate regional and international connectivity and will also promote foreign trade by reducing transportation time.

Opportunities and Advantages

- The growing lower and middle income populations are stimulating new consumer trends and a growth in processed food consumption.
- The growth of tourism and the hotel and restaurant sectors require a greater array of products more appealing to foreigners.
- Market opportunities for health foods and organic products are expanding given growing obesity trends.
- U.S. agricultural products have a reputation for high quality

Market Challenges

- International transportation costs from ports of entry are costly due extremely poor infrastructure.
- Colombia has trade agreements with many other countries , increasing competition with U.S. products.

SUSTA Sponsored Events in Colombia:
Colombia Outbound Trade Mission

- http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide_Bogota_Colombia_12-22-2015.pdf
- Euromonitor, Passport Site-Country Profile: Colombia

Funding for SUSTA's
Market Access
Programs provided by

