

Voluntary Report – Voluntary - Public Distribution

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Report Name: SaborUSA Colombia Social Media Contest Promotes US
Popcorn

Country: Colombia

Post: Bogota

Report Category: CSSF Activity Evaluation, Export Accomplishments - Other

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Report Highlights:

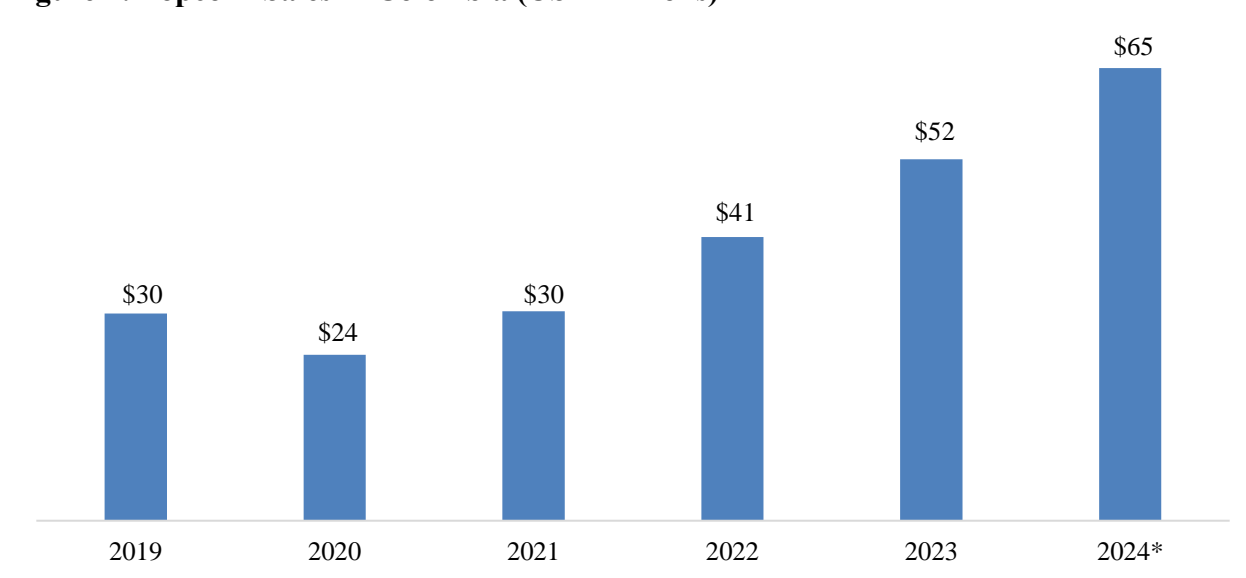
SaborUSA Colombia, FAS Bogota's flagship marketing campaign, partnered with the U.S. Popcorn Board (PB) to promote American popcorn through a social media contest. The activity targeted over 30,000 consumers in Bogota, Medellin, Cali, and Barranquilla to educate them on the benefits and availability of U.S. popcorn in the local market. In 2023, Colombia imported \$2.6 million of popcorn kernel from the United States.

Background on Popcorn Demand in Colombia

Popcorn consumption in Colombia is growing, with sales reaching \$52 million in 2023 (see Figure 1). According to Euromonitor, popcorn was the best performing savory snack last year in Colombia based on growth in retail sales. Colombian consumers are increasingly choosing popcorn as a healthy and convenient snack.

In 2023, Colombia imported \$15 million of popcorn kernels. Argentina continues to be the lead supplier (64 percent market share), though Colombian importers are increasingly valuing U.S. popcorn quality and diversity. The major movie theater in Colombia, [Cine Colombia](#), sources U.S. popcorn for its customers. Although over 50 percent of popcorn is sold through retail channels in Colombia, cinemas are a key sector of the market and an important opportunity to increase U.S. presence in the market. From January to September 2024, Colombian popcorn imports from the United States totaled \$1.6 million, representing 21 percent market share.

Figure 1: Popcorn Sales in Colombia (USD millions)

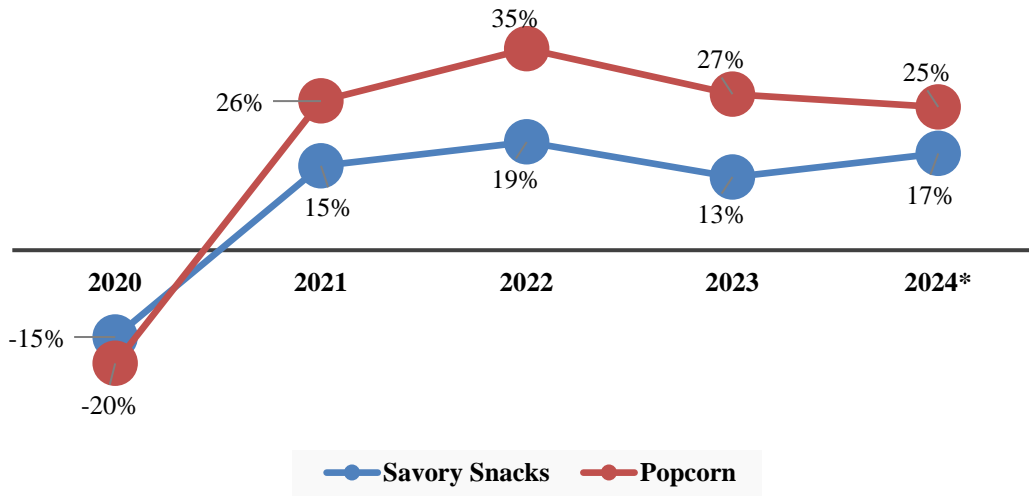


**Projections*

Data Source: Euromonitor

Popcorn: Maize/corn seeds which swell up and burst open with a pop when heated. Includes both packaged ready-to-eat popcorn (plain, salted or sugar coated) or packaged popcorn products that need further preparation/heating at home (e.g. microwave popcorn). Includes both savory and sweet flavors. Note that sales of popcorn that are usually displayed popped and loose from retail concessions such as cinema counters are excluded from snacks as well as chocolate coated popcorn. (Note from Euromonitor)

Figure 2: Savory Snacks and Popcorn Sales Growth (%) in Colombia



**Projections*

Data Source: Euromonitor

Savory snacks include nuts, seeds, and trail mixes, salty snacks (potato chips, tortilla chips, puffed snack, rice snacks, vegetable, pulse, and bread chips), savory biscuits, popcorn, pretzels, meat snacks, seafood snacks, and other savory snacks. (Note from Euromonitor)

SaborUSA Social Media Popcorn Contest #AmoLasPalomitas

To take advantage of the growing demand for popcorn in Colombia, FAS Bogota is educating Colombian consumers on the benefits and availability of U.S. popcorn. In November 2024, FAS Bogota and the U.S. Popcorn Board organized a social media contest through [SaborUSA](#). For a chance to win the online competition, participants had to publish a comment, highlight their preferred popcorn brand and type (microwave or stovetop), mention whether popcorn is a healthy snack, and include the hashtag #AmoLasPalomitas (translates into: #ILovePopcorn). The main objective of the contest was to obtain valuable insights on popcorn market trends in Colombia and increase awareness of U.S. brands available in the country.

Image 1: [SaborUSA Instagram Publication](#) on Popcorn Social Media Contest



Translation: Live Movie Magic at Home

The contest targeted an audience of over 30,000 consumers in major Colombian cities including Bogota, Medellin, Cali, and Barranquilla. Close to 6,000 people engaged with the contest by liking, commenting, sharing, or saving it. Among those that commented, key insights included:

- 85 percent of participants prefer U.S. microwave popcorn brands
- Butter and caramel are the most popular flavors, but people are willing to try new flavors such as parmesan, garlic, and jalapeno
- 65 percent of participants prefer microwave popcorn over stovetop
- 70 percent of participants view popcorn as their favorite snack for movie nights at home
- 40 percent of participants consider popcorn to be a healthy snack

The winner was selected using a random name picker app ([AppSorteos](#)) and received a kit, including U.S. microwave popcorn, seasonings, a microwave, as well as a brochure with popcorn recipes.

Image 2: Instagram Comment Samples



alonsolopz Me gusta prepararlas en olla las mas ricas son las ACT II sabor mantequilla piensoo que las palomitas son saludables llenas de sabor #AmoLasPalomitas

2w 1 like Reply See translation



issa.ds3 A lo tradicional en olla con un poquito de aceite o mantequilla quedan deliciosas mis favoritas por siempre seran las ACT II de mantequilla 😊 son un manjar son especiales y claro que si las palomitas son naturales además amaria explorar nuevos sabores como la de parmesano y Ajo 🤤🤤🤤 #AmoLasPalomitas #AmoLasPalomitas

2w 1 like Reply See translation



vibegilbo 1. Personalmente, me encanta preparar las palomitas en olla. Me gusta el proceso de ver cómo los granos estallan y se convierten en esas deliciosas nubes. Además, puedo controlar la cantidad de aceite y sal que uso.



andreagoinj Me encanta prepararlas en microondas porque es rápido y quedan súper deliciosas la marca que más nos gusta es ACT II , son saludables porque son de maíz y este trae muchos beneficios #Amolaspalomitas

2w Reply See translation



josephsiempre #AmoLasPalomitas 1. Las preparo en olla 2. ACT II caramelo 3. Si son saludables porque son ricas en fibra.

1w 1 like Reply See translation



recetas_pa_todos #AmolasPalomitas me fascinan las preparo en el microondas y mis preferidas por siempre serán las ACT II DE MANTEQUILLA ! claro que las palomitas son un alimento sano y saludable es puro maíz delicioso, lo importante es saber medir la porción adecuada, nuestro plan favorito una buena película y un balde de palomitas ! 🤤

2w 1 like Reply See translation

Looking Ahead

Non-traditional marketing, like social media contests, have turned into an effective tool to listen to consumers, understand what they are looking for, and create content and messaging to engage them in ways that lead to greater sales of U.S. food products. Moving forward, SaborUSA will continue to work with U.S. cooperators and stakeholders to keep developing social media contests that engage Colombian consumers, provide valuable insights, and help boost sales of U.S. agricultural and food products.

Attachments:

No Attachments.