



# Wine in Bolivia

June 2024

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## Wine in Bolivia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Contraband trade remains a major problem in wine  
Wine importers focus on pushing higher-end products  
Premiumisation also increasingly visible among local wine producers

#### PROSPECTS AND OPPORTUNITIES

Tannat wines set to be a key area for new launches by local producers  
Mercosur membership will create challenges and opportunities for Bolivian wineries  
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## Alcoholic Drinks in Bolivia - Industry Overview

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Retailing developments  
On-trade vs off-trade split  
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Smoking ban  
Opening hours  
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