



# Soft Drinks in Bolivia

December 2023

Table of Contents

## Soft Drinks in Bolivia

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

### MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 29 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 30 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Bottled Water in Bolivia

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy volume growth in 2023

EMBOL's Vital brand continues to lead

Slower growth in still flavoured bottled water

## PROSPECTS AND OPPORTUNITIES

Functional bottled water registers healthy volume growth

Some growth in niche segments

Private label emerging as a contender

## CATEGORY DATA

Table 31 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 32 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 33 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 34 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 35 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 36 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 37 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 39 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 41 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 42 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

## Carbonates in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Muted volume growth in 2023

Leader Coca-Cola continues to innovate

Other players also look to differentiate

### PROSPECTS AND OPPORTUNITIES

Sustainability increasingly important

Varying packaging sizes widen consumer base

Increased promotion of soft drinks as cocktail ingredient

## CATEGORY DATA

Table 43 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 44 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 45 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 46 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 47 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 48 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 49 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 50 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 51 - Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 52 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 53 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 54 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 55 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 56 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 57 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 58 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 59 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 60 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 61 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 62 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

## Concentrates in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued volume decline in powder concentrates  
Local player Industrias Venada continues to dominate  
Powder concentrates remain most popular format

#### PROSPECTS AND OPPORTUNITIES

Gloomy outlook over forecast period  
Increased focus on healthier positioning  
Concentrates made with local, natural seeds potential avenue of growth

#### CATEGORY DATA

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 63 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 64 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 66 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 67 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 68 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 69 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 70 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 71 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 72 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 73 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 74 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 75 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 76 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Juice in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sugar price hikes challenge local juice producers  
EMBOL's Del Valle volume share increases significantly over review period  
Agrov launches sugar-free and glass bottle offerings

#### PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period  
Space for premiumisation  
Aloe vera juice gains popularity

#### CATEGORY DATA

Table 77 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 78 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 79 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 80 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

- Table 81 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 82 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 83 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 84 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 85 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 86 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 87 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 88 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## RTD Tea in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Continued growth in energy drinks
- Extensive distribution networks cements Pil Andina's leadership position
- Mainly offerings in tins in modern grocery retailers

#### PROSPECTS AND OPPORTUNITIES

- Need for more innovation and stronger marketing push to boost volume sales
- New local brand Tai gains value share
- Focus on health benefits

#### CATEGORY DATA

- Table 89 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023
- Table 90 - Off-trade Sales of RTD Tea by Category: Value 2018-2023
- Table 91 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
- Table 92 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
- Table 93 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
- Table 94 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
- Table 95 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
- Table 96 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
- Table 97 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
- Table 98 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
- Table 99 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
- Table 100 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

## Energy Drinks in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Sustained growth for energy drinks
- Monster Energy reaffirms its leadership in energy drinks
- Illicit trade continues to have negative impact

#### PROSPECTS AND OPPORTUNITIES

- Further brand launches over forecast period
- Room for growth of sugar-free
- Increasing focus on healthier positioning

#### CATEGORY DATA

- Table 101 - Off-trade Sales of Energy Drinks: Volume 2018-2023
- Table 102 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 103 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023  
Table 104 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023  
Table 105 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023  
Table 106 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023  
Table 107 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023  
Table 108 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023  
Table 109 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028  
Table 110 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028  
Table 111 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028  
Table 112 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

## Sports Drinks in Bolivia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Double-digit volume growth in 2023  
Powerade continues to hold near monopoly  
Other players look to capitalise on demand

#### PROSPECTS AND OPPORTUNITIES

Differentiation through packaging  
Potential for further sophistication within sports drinks  
Space for healthier, more natural offerings

#### CATEGORY DATA

Table 113 - Off-trade Sales of Sports Drinks: Volume 2018-2023  
Table 114 - Off-trade Sales of Sports Drinks: Value 2018-2023  
Table 115 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
Table 116 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
Table 117 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
Table 118 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023  
Table 119 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
Table 120 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
Table 121 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
Table 122 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
Table 123 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
Table 124 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-in-bolivia/report](http://www.euromonitor.com/soft-drinks-in-bolivia/report).