



Rtds in Bolivia

June 2024

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Rtds in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs continues to profit from high levels of innovation and advertising
Metal beverage cans increasingly favoured for “la previa” consumption occasions
Contraband trade rises due to weakness of the Brazilian real

PROSPECTS AND OPPORTUNITIES

Rising interest in hard seltzers will remain a key volume growth driver
Cuba Libre brand expected to maintain its overall lead
Imported brands poised to make further gains

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Alcoholic Drinks in Bolivia - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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