



Euromonitor  
International

# Retail E-Commerce in Bolivia

April 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Development of local infrastructure provides much needed impetus to e-commerce

Special promotion days and improving delivery options stimulate interest

Omnichannel strategy adds dynamism to e-commerce offer

### PROSPECTS AND OPPORTUNITIES

Wider financial inclusion and greater access to digital payments are key to development

Large players need to increase investment in e-commerce

Young generations to drive growth in use and sales

### CHANNEL DATA

Table 1 - Retail E-Commerce by Product: Value 2017-2022

Table 2 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 4 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 5 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 6 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in Bolivia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 - Sales in Retail Offline by Channel: Value 2017-2022

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 - Retail Offline Outlets by Channel: Units 2017-2022

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 13 - Retail GBO Company Shares: % Value 2018-2022

Table 14 - Retail GBN Brand Shares: % Value 2019-2022

Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022

Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022

Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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