



Other Hot Drinks in Bolivia

November 2025

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Other Hot Drinks in Bolivia - Category analysis

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2025 DEVELOPMENTS

Chocolate-based offerings drive growth in challenging operating environment

INDUSTRY PERFORMANCE

Price-driven growth amid import pressures

Chocolate-based offerings benefit from growing demand

WHAT'S NEXT?

Affordability and cultural preferences shape other hot drinks

Digitalisation of retail landscape offers considerable potential

Health and wellness trends will drive innovation in yerba mate

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Resilient demand amid continued price sensitivity

Rise of locally-produced fresh ground coffee

Tea shows greatest resilience

Chocolate drinks maintain consistent popularity, whereas traditional yerba mate loses ground

WHAT'S NEXT?

Hot drinks sales will remain resilient, boosted by culture and affordability

Climate change could bring new opportunities

Wellness-oriented options will gain traction

COMPETITIVE LANDSCAPE

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