

# Baked Goods in Bolivia

November 2025

**Table of Contents** 

## Baked Goods in Bolivia - Category analysis

#### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Inflation and supply challenges push up prices

## INDUSTRY PERFORMANCE

Supply chain challenges have significant impact on prices of baked goods Dessert mixes leads value growth amid inflationary pressures

## WHAT'S NEXT?

Low levels of purchasing power to sustain demand for unpackaged artisanal bread Growing focus on gut health set to drive demand for functional baked goods Strengthening wheat production chain becomes government priority

## COMPETITIVE LANDSCAPE

Artisanal producers dominate baked goods production amid government price regulation Minoli diversifies into new areas

### **CHANNELS**

Price-conscious Bolivians prioritise affordability over convenience E-commerce gains traction from very low base

## **CATEGORY DATA**

- Table 1 Sales of Baked Goods by Category: Volume 2020-2025
- Table 2 Sales of Baked Goods by Category: Value 2020-2025
- Table 3 Sales of Baked Goods by Category: % Volume Growth 2020-2025
- Table 4 Sales of Baked Goods by Category: % Value Growth 2020-2025
- Table 5 Sales of Pastries by Type: % Value 2020-2025
- Table 6 NBO Company Shares of Baked Goods: % Value 2021-2025
- Table 7 LBN Brand Shares of Baked Goods: % Value 2022-2025
- Table 8 Distribution of Baked Goods by Format: % Value 2020-2025
- Table 9 Forecast Sales of Baked Goods by Category: Volume 2025-2030
- Table 10 Forecast Sales of Baked Goods by Category: Value 2025-2030
- Table 11 Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
- Table 12 Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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# Staple Foods in Bolivia - Industry Overview

# EXECUTIVE SUMMARY

Inflation and supply challenges drive value growth amid stagnant demand

# KEY DATA FINDINGS

# INDUSTRY PERFORMANCE

Inflation drives value growth amid stagnant demand Supply chain challenges reshape business priorities Constrained budgets slow premiumisation

# WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration Health and nutrition trends shape innovation

Sustainability claims will grow in importance

## COMPETITIVE LANDSCAPE

Caisy maintains its lead amid growing consumer price sensitivity Players gain momentum through focus on affordability

## **CHANNELS**

Traditional channel strengthens amid economic uncertainty E-commerce remains undeveloped

#### MARKET DATA

- Table 13 Sales of Staple Foods by Category: Volume 2020-2025
- Table 14 Sales of Staple Foods by Category: Value 2020-2025
- Table 15 Sales of Staple Foods by Category: % Volume Growth 2020-2025
- Table 16 Sales of Staple Foods by Category: % Value Growth 2020-2025
- Table 17 NBO Company Shares of Staple Foods: % Value 2021-2025
- Table 18 LBN Brand Shares of Staple Foods: % Value 2022-2025
- Table 19 Penetration of Private Label by Category: % Value 2021-2025
- Table 20 Distribution of Staple Foods by Format: % Value 2020-2025
- Table 21 Forecast Sales of Staple Foods by Category: Volume 2025-2030
- Table 22 Forecast Sales of Staple Foods by Category: Value 2025-2030
- Table 23 Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
- Table 24 Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## **SOURCES**

Summary 1 - Research Sources

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