



**Euromonitor  
International**

# Soft Drinks in Bolivia

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Affordability remains key driver of growth

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Climatic factors underpin steady consumption amid growing diversification

Affordability remains key consideration

Health-focused offerings gain traction

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Shifting consumer lifestyles and infrastructure investments will support future growth

Health and wellness trend to drive innovation

Growing focus on local production

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EMBOL maintains leadership through extensive reach, innovation and digital investment

DICOM Distribuidores del Oriente benefits from growing success of Aloe Vera Tai, while PepsiCo expands sales through innovation and widening distribution

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Need for reliable hydration drives importance of bottled water

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### WHAT'S NEXT?

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Digitalisation will transform distribution models

Health and wellness will shape next phase of growth

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[Carbonates in Bolivia](#)

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## WHAT'S NEXT?

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Powder concentrates dominates sales

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Regular still varieties dominate sales

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Regular sports drinks remains key growth driver

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Local players to drive steady growth as imports decline

EMBOL to drive growth through investment in e-commerce

Sports drinks will become more mainstream and hydration-focused

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EMBOL's Powerade anchors sales

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