



# Juice in Bolivia

December 2025

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### 2025 DEVELOPMENTS

Packaging strategies and local flavours sustain demand

### INDUSTRY PERFORMANCE

Multi-tiered packaging strategy ensures continued relevance of juice drinks

Nectars leads growth through innovation and affordability

### WHAT'S NEXT?

Wide availability of affordable formats will ensure juice remains resilient

Local fruits will redefine juice landscape

Health-conscious consumers will drive sales of wellness-positioned products

### COMPETITIVE LANDSCAPE

Delizia leads sales via flexible packaging strategy

Industrias Venado drives growth through focus on affordability

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Small local grocers retains broad reach

Supermarkets and hypermarkets lead growth

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Soft Drinks in Bolivia - Industry Overview

## EXECUTIVE SUMMARY

Affordability remains key driver of growth

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Climatic factors underpin steady consumption amid growing diversification

Affordability remains key consideration

Health-focused offerings gain traction

### WHAT'S NEXT?

Shifting consumer lifestyles and infrastructure investments will support future growth

Health and wellness trend to drive innovation

Growing focus on local production

## COMPETITIVE LANDSCAPE

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

## CHANNELS

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