



Sports Drinks in Bolivia

December 2025

Table of Contents

Sports Drinks in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks gain traction through affordability and flavour innovation

INDUSTRY PERFORMANCE

Sports drinks continues to expand through stable pricing and functional positioning

Regular sports drinks remains key growth driver

WHAT'S NEXT?

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

COMPETITIVE LANDSCAPE

EMBOL's Powerade anchors sales

Suerox sets new precedent for multifunctional hydration products

CHANNELS

Small local grocers continue to serve everyday household needs

Traditional stores are key entry points for new innovations, while e-commerce and direct selling expand access

CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 2 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[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

Small local grocers dominates sales

E-commerce sees rapid expansion from low base

Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-drinks-in-bolivia/report.