



Energy Drinks in Bolivia

December 2025

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Energy Drinks in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks expand daily relevance through local Innovation and multifunctional benefits

INDUSTRY PERFORMANCE

Local innovation and stable prices fuel growth

Reduced sugar energy drinks have growing, niche presence while regular formulations dominate sales

WHAT'S NEXT?

Local offerings will power consumption

EMBOL to drive future growth through digitalisation strategy

Players to pursue health-focused innovation

COMPETITIVE LANDSCAPE

Industrias Bongo Bongo's Black brand leads sales

Emerging players drive growth

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Small local grocers lead sales, despite competition from modern retailers

Small local grocers drive growth with promotions and affordable formats

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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

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E-commerce sees rapid expansion from low base

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SOURCES

Summary 1 - Research Sources

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