



# RTD Tea in Bolivia

December 2025

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## RTD Tea in Bolivia - Category analysis

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#### 2025 DEVELOPMENTS

RTD tea struggles to maintain relevance amid economic pressures and supply challenged

#### INDUSTRY PERFORMANCE

RTD tea contracts as consumers prioritise basic necessities

Regular still varieties dominate sales

#### WHAT'S NEXT?

RTD tea expected to stabilise as loyal consumers and lighter formulations support demand

Pil Andina's extensive distribution network will anchor sales

Health and wellness positioning will help RTD tea to sustain its relevance

#### COMPETITIVE LANDSCAPE

Pil Andina holds onto its lead

Smaller competitors struggle to gain traction

#### CHANNELS

Pil Andina ensures small local grocers remains at heart of RTD distribution

Supermarkets and hypermarkets gain traction with widest selections

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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

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-tea-in-bolivia/report](http://www.euromonitor.com/rtd-tea-in-bolivia/report).