



Euromonitor
International

Rtds in Bolivia

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Cameo Srl Drives Volume with Price and Campaign Reach

Valencia Citrus Srl Captures Conscious Drinkers with Lighter Launches

Industrias Luri Srl Drives Engagement with Seasonal Limited Editions

Chart 1 - Local Innovation Targeting Conscious Consumption

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Nexocorp Leverages Loyalty and Local Flavours to Expand Consumer Reach

Spirit-Based Launches and Digital Engagement Drive Volume and Value Gains

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dicom Distribuidores Del Oriente Gains Share as Opal Ltda Declines

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach as Entrepreneurs Drive Proximity Sales

E-Commerce Platforms Accelerate with Modern Payment and Delivery Solutions

Price Sensitivity and Convenience Shape Retail Channel Evolution

ECONOMIC CONTEXT

Chart 8 - Economic Context for Rtds

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Rtds

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Bolivia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Budweiser and Schneider Capture Demand as Legalisation and Pricing Shifts Drive Beer Growth

Singani Ilimani Leverages Bicentennial Heritage to Elevate Premium Positioning

Chart 15 - Bicentennial as a Catalyst for Cultural Positioning

Dans Le Vent Vsop and Rtds Unlock Growth as Polarisation Reshapes Value and Premium Choices

Chart 16 - Premium Niches Expand Amid Structural Constraints

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Domestic Brewers and Distillers Lift Quality to Meet Rising Demand

Local Brands Create New Drinking Occasions with Innovation and Culture

Formalisation Reduces Contraband, Driving Sustainable Gains for Legal Producers

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Alcoholic Drinks

Cerveceria Boliviana Nacional Boosts Share as Contraband Wanes

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Small Local Grocers Gain Momentum as Contraband Wanes

Amarket and 3B Stores Reshape Urban Retail Access and Value

Cruzimex and Pedidosya Accelerate Digital Alcohol Sales with Agile Payments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

PRODUCTS

Singani Ilimani Uses Bicentennial Storytelling to Drive Premium Sales

Dans Le Vent Vsop and Rtds Attract Consumers Seeking Quality and Value

Legal Brands Gain Share as Contraband Declines and Innovation Accelerates

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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/rtds-in-bolivia/report.