



Meals and Soups in Bolivia

November 2025

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Meals and Soups in Bolivia - Category analysis

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2025 DEVELOPMENTS

Volume sales impacted by inflation and a resultant trend towards home cooking

INDUSTRY PERFORMANCE

Waning volume sales as inflationary pressures encourage more home cooking

Demand for shelf-stable ready meals amongst more affluent consumers driven by their convenience

WHAT'S NEXT?

High poverty rate dampens demand for dry soups and prepared dishes

Local ingredients and cultural identity claims used in dehydrated soups

Functional products to become more widely available

COMPETITIVE LANDSCAPE

In a challenging environment for imported brands, local brand Kris consolidates its leadership

CHANNELS

Small local grocers lead, offering a wide assortment of dry soups

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Cooking Ingredients and Meals in Bolivia - Industry Overview

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Inflation leads to higher prices and cautious spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive value growth driven by inflation

Price sensitivity influences purchasing decisions

WHAT'S NEXT?

Moderate growth as key categories already enjoy high market penetration

Price to remain the primary driver of purchasing decisions

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