



# Passport

## Plant-based Dairy in Bolivia

Euromonitor International

September 2022

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# PLANT-BASED DAIRY IN BOLIVIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2022 DEVELOPMENTS

### Sales of soy drinks benefit from plant-based diet trend in 2022

Plant-based dairy products in Bolivia are largely dominated by soy drinks, while plant-based yoghurt and plant-based cheese have negligible retail value and volume sales. Plant-based

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### Pil Andina launches product at affordable price resulting in rise of sales growth in 2022

A few years ago, Grupo Gloria SA's brand Pil introduced soy milk in plastic bags in a growing variety of flavours and at favourable prices that are lower than several traditional dairy products.

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### Ades brand diversifies with premium products but uptake remains negligible in 2022

The Ades brand, distributed by Embotelladoras Bolivianas Unidas SA (EMBOL), was a pioneer in launching soy-based fruit drinks several decades ago in Bolivia. However, the brand

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## PROSPECTS AND OPPORTUNITIES

Health trend set to remain the main driver of sales during the forecast period

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Taste of soy drinks likely to hamper demand during the forecast period

Thanks in part to Pil's affordable pricing and large distribution network, consumption of soy

**Content removed from sample**

Specialised health food shops may benefit from stocking more premium products during the forecast period

Even before the COVID-19 pandemic, more stores specialising in health foods started

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## CATEGORY DATA

Table 1 Sales of Plant-Based Dairy by Category: Volume 2017-2022

	2017	2018	2019	2020	2021	2022
Plant-based Cheese ('000 tonnes)	<b>Data removed from sample</b>					
Plant-based Yoghurt ('000 tonnes)						
- Other Plant-based Milk (million litres)						
- Soy Drinks (million litres)						
Plant-based Milk (million litres)						
Plant-based Dairy (Not calculable)						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Plant-Based Dairy by Category: Value 2017-2022

BOB million

	2017	2018	2019	2020	2021	2022
Plant-based Cheese Plant-based Yoghurt - Other Plant-based Milk - Soy Drinks Plant-based Milk Plant-based Dairy	<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022**

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Cheese Plant-based Yoghurt - Other Plant-based Milk - Soy Drinks Plant-based Milk Plant-based Dairy	<b>Data removed from sample</b>		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022**

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Cheese Plant-based Yoghurt - Other Plant-based Milk - Soy Drinks Plant-based Milk Plant-based Dairy	<b>Data removed from sample</b>		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

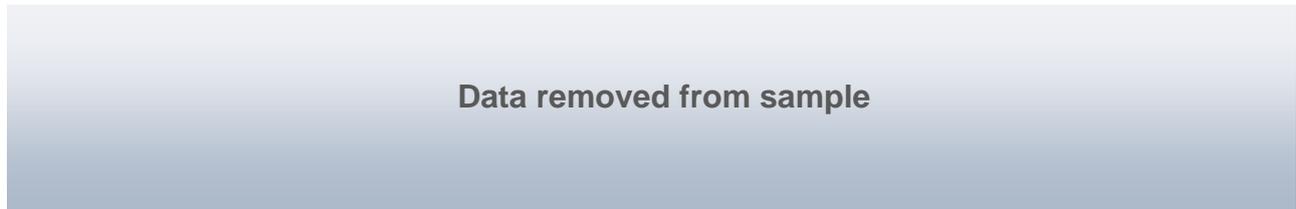
**Table 5 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022**

% retail value rsp Company	2018	2019	2020	2021	2022
	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022**

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
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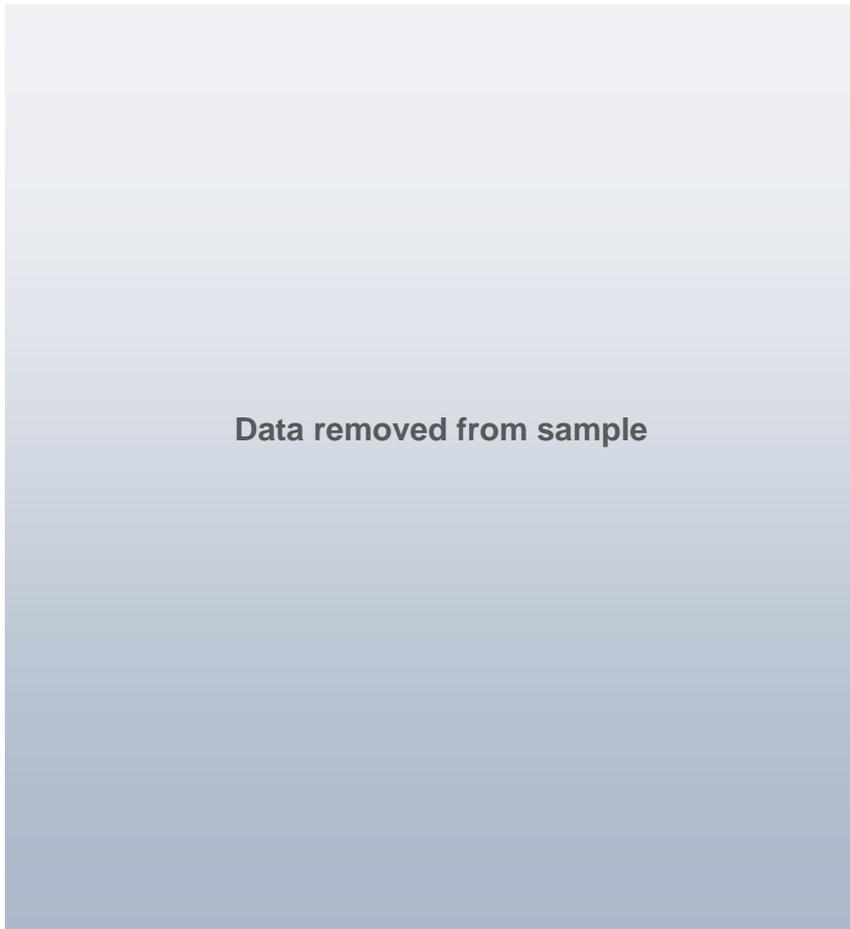


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 7 Distribution of Plant-Based Dairy by Format: % Value 2017-2022**

% retail value rsp	2017	2018	2019	2020	2021	2022
--------------------	------	------	------	------	------	------

- Retail Channels
- Retail Offline
- Grocery Retailers
- Convenience Retail
- Convenience Stores
- Forecourt Retailers
- Supermarkets
- Hypermarkets
- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027**

	2022	2023	2024	2025	2026	2027
Plant-based Cheese ('000 tonnes)	<b>Data removed from sample</b>					
Plant-based Yoghurt ('000 tonnes)						
- Other Plant-based Milk (million litres)						
- Soy Drinks (million litres)						
Plant-based Milk (million litres)						
Plant-based Dairy (Not calculable)						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027**

BOB million	2022	2023	2024	2025	2026	2027
Plant-based Cheese	<b>Data removed from sample</b>					
Plant-based Yoghurt						
- Other Plant-based Milk						
- Soy Drinks						
Plant-based Milk						
Plant-based Dairy						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10 Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027**

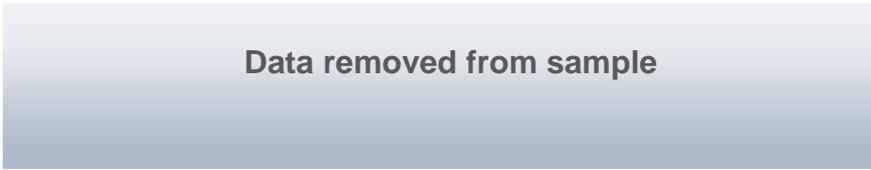
% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Plant-based Cheese	<b>Data removed from sample</b>		
Plant-based Yoghurt			
- Other Plant-based Milk			
- Soy Drinks			
Plant-based Milk			
Plant-based Dairy			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 11 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027**

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total

Plant-based Cheese  
Plant-based Yoghurt  
- Other Plant-based Milk  
- Soy Drinks  
Plant-based Milk  
Plant-based Dairy

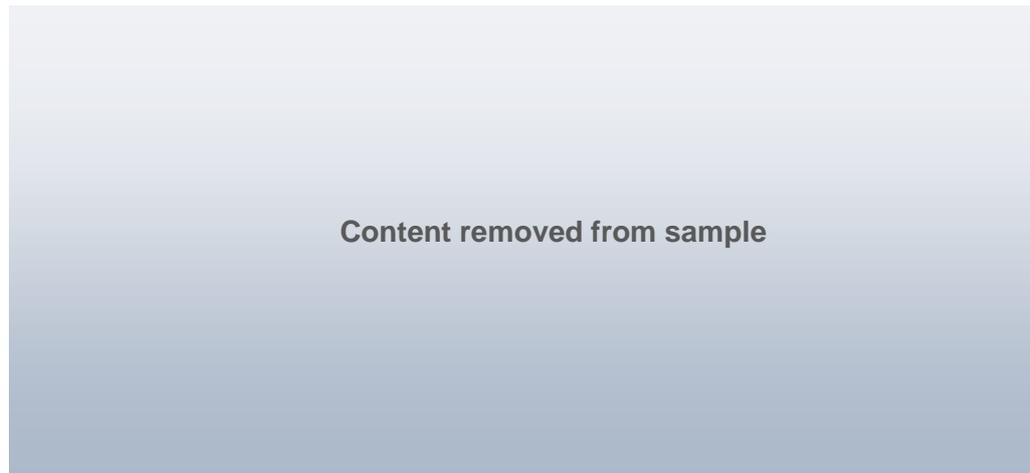


Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# DAIRY PRODUCTS AND ALTERNATIVES IN BOLIVIA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

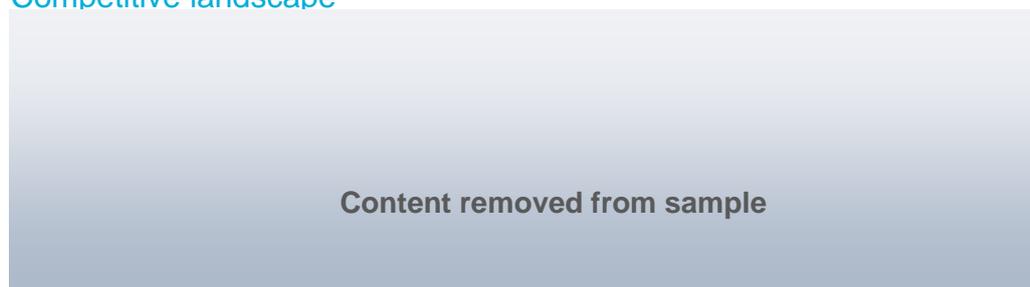
Dairy products and alternatives in 2022: The big picture



Key trends in 2022



Competitive landscape



## MARKET DATA

**Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022**

BOB million	2017	2018	2019	2020	2021	2022
Plant-based Dairy Dairy Baby Food Dairy Products and Alternatives	<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022**

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Dairy Dairy Baby Food Dairy Products and Alternatives	<b>Data removed from sample</b>		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022**

% retail value rsp Company	2018	2019	2020	2021	2022
<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022**

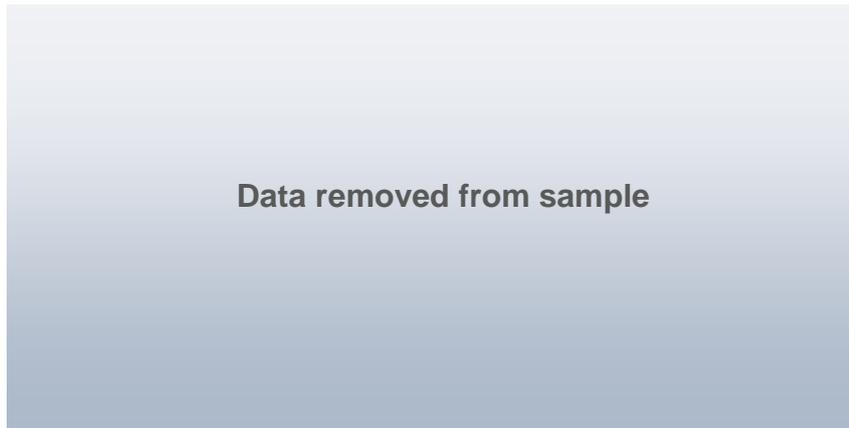
% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 16 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022**

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	<b>Data removed from sample</b>					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
---- Convenience Stores						
---- Forecourt Retailers						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						

- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 17** Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

BOB million

	2022	2023	2024	2025	2026	2027
Plant-based Dairy	<b>Data removed from sample</b>					
Dairy						
Baby Food						
Dairy Products and Alternatives						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

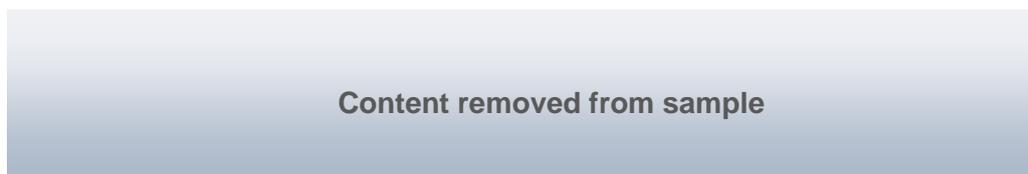
**Table 18** Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

% constant value growth

	2022/2023	2022-27 CAGR	2022/27 Total
Plant-based Dairy	<b>Data removed from sample</b>		
Dairy			
Baby Food			
Dairy Products and Alternatives			

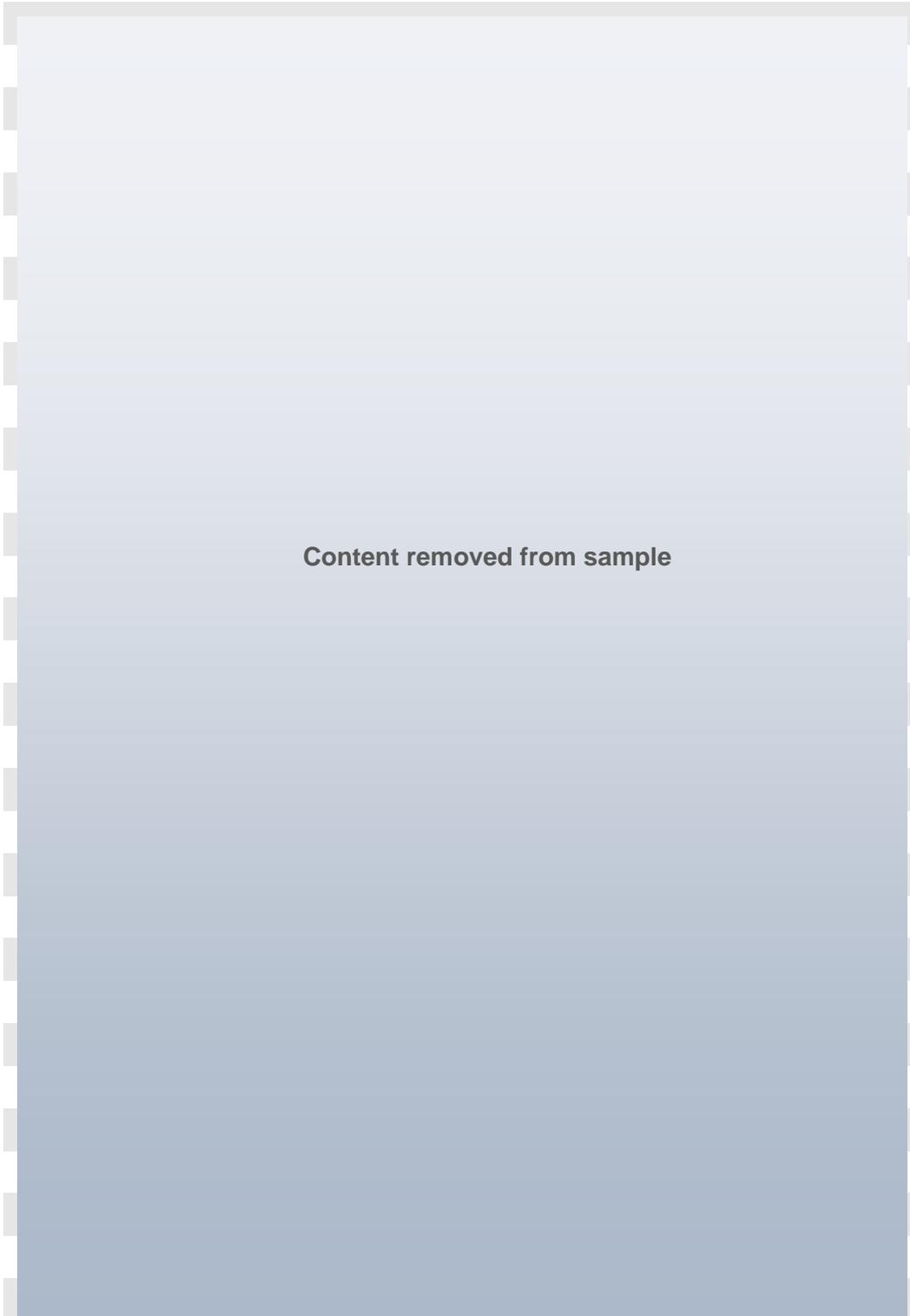
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**DISCLAIMER**



## SOURCES

Sources used during research include the following:





Source: Euromonitor International