



Euromonitor
International

Hot Drinks in Bolivia

November 2025

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EXECUTIVE SUMMARY

Hot drinks industry shows adaptability in face of economic challenges

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INDUSTRY PERFORMANCE

Resilient demand amid continued price sensitivity

Rise of locally-produced fresh ground coffee

Tea shows greatest resilience

Chocolate drinks maintain consistent popularity, whereas traditional yerba mate loses ground

WHAT'S NEXT?

Hot drinks sales will remain resilient, boosted by culture and affordability

Climate change could bring new opportunities

Wellness-oriented options will gain traction

COMPETITIVE LANDSCAPE

DXN Bolivia leads with natural wellness positioning

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