



Euromonitor
International

Soft Drinks in Bolivia

December 2025

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EXECUTIVE SUMMARY

Affordability remains key driver of growth

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INDUSTRY PERFORMANCE

Climatic factors underpin steady consumption amid growing diversification

Affordability remains key consideration

Health-focused offerings gain traction

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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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[Bottled Water in Bolivia](#)

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Need for reliable hydration drives importance of bottled water

INDUSTRY PERFORMANCE

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Local bottlers will drive future growth

Digitalisation will transform distribution models

Health and wellness will shape next phase of growth

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INDUSTRY PERFORMANCE

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Lemonade/lime leads growth

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Digitalisation will drive retailer and consumer engagement

Sugar supply issues will impact carbonates

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[Concentrates in Bolivia](#)

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Powder concentrates dominates sales

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Players will seek to balance affordability with premium innovation

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[Juice in Bolivia](#)

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[RTD Tea in Bolivia](#)

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RTD tea contracts as consumers prioritise basic necessities

Regular still varieties dominate sales

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Local innovation and stable prices fuel growth

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Regular sports drinks remains key growth driver

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Sports drinks will become more mainstream and hydration-focused

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EMBOL's Powerade anchors sales

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