



Euromonitor
International

Sweet Spreads in Bolivia

November 2025

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Sweet Spreads in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit prices and inflation impact demand

INDUSTY PERFORMANCE

Jam price hikes due to higher logistics costs and rising raw material prices

Honey gains ground

WHAT'S NEXT?

Tradition of sweet spreads with bread supports demand

Expansion of functional products

Focus on fewer artificial preservatives and colours, and natural ingredients

COMPETITIVE LANDSCAPE

Highly fragmented market led by Granja Avícola Integral Sofía Ltda

Orieta benefits from the exit of the Arcor Bolivia SA's brands and its affordability

CHANNELS

Small local grocers and popular street markets strengthen their position amid reduced consumer spending

E-commerce sales remain minimal

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Cooking Ingredients and Meals in Bolivia - Industry Overview

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Inflation leads to higher prices and cautious spending

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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

Rising health consciousness

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Industrias de Aceite SA retains its lead

Local brands outperform

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