



Euromonitor
International

Staple Foods in Bolivia

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Staple Foods in Bolivia

EXECUTIVE SUMMARY

Inflation and supply challenges drive value growth amid stagnant demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation drives value growth amid stagnant demand
Supply chain challenges reshape business priorities
Constrained budgets slow premiumisation

WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration
Health and nutrition trends shape innovation
Sustainability claims will grow in importance

COMPETITIVE LANDSCAPE

Caisy maintains its lead amid growing consumer price sensitivity
Players gain momentum through focus on affordability

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Inflation and supply challenges push up prices

INDUSTRY PERFORMANCE

Supply chain challenges have significant impact on prices of baked goods
Dessert mixes leads value growth amid inflationary pressures

WHAT'S NEXT?

Low levels of purchasing power to sustain demand for unpackaged artisanal bread

Growing focus on gut health set to drive demand for functional baked goods

Strengthening wheat production chain becomes government priority

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Breakfast cereal consumption shifts towards economy packaging

Hot cereals shows greatest resilience

WHAT'S NEXT?

Economic climate will favour affordable local brands

Growing interest in plant-based protein will drive inclusion of local organic Andean grains

Children's breakfast cereals remain largely unregulated with regard to nutritional warning labels

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Shelf stable fruit shows resilience

WHAT'S NEXT?

Slow, but steady growth as fresh produce becomes more widely available
Processed fruits and vegetables will face challenge of repositioning image around health and wellness claims
Local initiatives will seek to reduce reliance on imports

COMPETITIVE LANDSCAPE

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Rising costs drive value growth amid declining volumes

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Frozen processed poultry leads growth

WHAT'S NEXT?

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Growing potential for nutritional or functional claims in processed meats

Plant-based meat alternatives offer growth opportunities

COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rice and pasta remain Bolivian staples despite inflation and supply challenges

INDUSTRY PERFORMANCE

Rising input costs and illicit trade undermine availability of rice and dried pasta

Dried pasta records strongest growth

WHAT'S NEXT?

Steady growth expected, with rice and dried pasta remaining staples of Bolivian diet

Potential to expand dried pasta production using local endemic grains with superior nutritional attributes

Continued currency devaluation likely to fuel growth of the illicit rice market

COMPETITIVE LANDSCAPE

Caisy maintains its lead amid growing consumer price sensitivity

Players gain momentum through focus on affordability

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