Staple Foods in Bolivia

November 2025

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Baked Goods in Bolivia

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

Artisanal producers dominate baked goods production amid government price regulation

Minoli diversifies into new areas

CHANNELS

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E-commerce gains traction from very low base

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2025 DEVELOPMENTS

Shift towards economy packaging amid continuing inflationary pressures

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

SIMSA consolidates its position within context of recurring price increases

Emerging player Minoil Ltda registers dynamic performance

CHANNELS

Traditional channel gains relevance amid growing consumer price sensitivity

E-commerce represents niche and fast-growing channel

CATEGORY DATA

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Convenience of processed meat and seafood aligns with contemporary lifestyles

Growing potential for nutritional or functional claims in processed meats

Plant-based meat alternatives offer growth opportunities

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

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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

CHANNELS

Consumers continue to favour small local grocers

Supermarket expansion stalls as e-commerce struggles to gain mainstream adoption

CATEGORY DATA

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