

# Alcoholic Drinks in Bolivia

<https://marketpublishers.com/r/AEF4F5D337FEN.html>

Date: June 2023

Pages: 60

Price: US\$ 2,100.00 (Single User License)

ID: AEF4F5D337FEN

## Abstracts

In 2022, the sales of alcoholic drinks experienced a notable increase as COVID-19 restrictions were lifted. The normalisation of both off-trade and on-trade channels, without capacity limitations and with pre-pandemic operating hours, played a significant role in this growth. The resumption of mass events, including concerts featuring local and international artists, particularly in the major cities of Bolivia such as Santa Cruz, La Paz, and Cochabamba, further contributed to the upward trend. A...

Euromonitor International's Alcoholic Drinks in Bolivia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### ALCOHOLIC DRINKS IN BOLIVIA

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN BOLIVIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expanding reach in the premium beer segment: Martens Bolivia's new product

Targeting the mid-priced lager beer market: Innovations and growth strategies

Boosting sales through new product promotion: The case of Pace?ita

PROSPECTS AND OPPORTUNITIES

Tada rebranding: Focus on own brands and expansion of distribution

Future prospects in the premium beer segment: Exploring new segments with weissbier

The economy beer market: Navigating the challenges of contraband

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 17 Number of Breweries 2018-2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 GBO Company Shares of Beer: % Total Volume 2018-2022

Table 27 NBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 29 Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 30 Forecast Sales of Beer by Category: Total Value 2022-2027

Table 31 Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 32 Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

## WINE IN BOLIVIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Argentine wine imports gain popularity, fuelling growth in the mid-price range market

Expanding wine production in Bolivia, introducing emerging brands from new regions

Elevating local high-end wine production with limited edition single vineyard wines from Campos de Solana

### PROSPECTS AND OPPORTUNITIES

Wine tourism: Capitalising on experiential travel and local wine experiences

Sustainable and organic wine production: Meeting the demand for eco-conscious products

Impact of Mercosur on Argentine wine imports in Bolivia: Balancing legal sales with counterfeit threats

### CATEGORY DATA

Table 33 Sales of Wine by Category: Total Volume 2017-2022

Table 34 Sales of Wine by Category: Total Value 2017-2022

Table 35 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 36 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 37 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 38 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 41 Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 42 Forecast Sales of Wine by Category: Total Value 2022-2027

Table 43 Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 44 Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN BOLIVIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wide availability of budget beers negatively affects demand for spirits

Singani: Bolivia's iconic spirit with certified denomination of origin and growing success in local and international markets

Boosting Aperol Spritz: Expanding on-trade presence and engaging off-trade consumers for Aperol by Campari Milano

### PROSPECTS AND OPPORTUNITIES

Resurgence of the Blended Malt Scotch Whisky category: New entrants drive market growth and consumer segmentation

Rise of mixers in the spirits industry: Captivating younger generations with creative flavours

The uncertain shift in the spirits market: Legal sales thrive as border conflicts curb illicit trade

#### CATEGORY DATA

Table 45 Sales of Spirits by Category: Total Volume 2017-2022

Table 46 Sales of Spirits by Category: Total Value 2017-2022

Table 47 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 48 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 49 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 50 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 51 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 52 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 53 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 54 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 55 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 56 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 57 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 58 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 59 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

#### CIDER/PERRY IN BOLIVIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Consumption of cider remains highly seasonal

Alcohol-free cider gains in popularity in Bolivia

Del Valle dominates Bolivian cider market despite challenges

##### PROSPECTS AND OPPORTUNITIES

Local cider producers drive sales with competitive prices and expanding distribution

Impact of trade agreements and taxes on low-priced cider

Contraband threatens the cider industry

#### CATEGORY DATA

Table 60 Sales of Cider/Perry: Total Volume 2017-2022

Table 61 Sales of Cider/Perry: Total Value 2017-2022

Table 62 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 63 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 64 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 65 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 66 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 67 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 68 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 69 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 70 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 71 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 72 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 73 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 74 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

## RTDS IN BOLIVIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rise of hard seltzers: Local producers expand RTD consumption with innovative offerings

Cuba Libre dominates RTDs with affordable prices and adaptable packaging options

51 Ice consolidates as the leading cache?a-based RTD brand in Bolivia

### PROSPECTS AND OPPORTUNITIES

Domestic players prospect to present sustained growth by value products

Rising popularity of imported RTDs

Mixing trends and flavour exploration

### CATEGORY DATA

Table 75 Sales of RTDs by Category: Total Volume 2017-2022

Table 76 Sales of RTDs by Category: Total Value 2017-2022

Table 77 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 78 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 79 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 80 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 81 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 82 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 83 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 84 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 85 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 86 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 87 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 88 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 89 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027



## I would like to order

Product name: Alcoholic Drinks in Bolivia

Product link: <https://marketpublishers.com/r/AEF4F5D337FEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AEF4F5D337FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970