

# Embotelladoras Bolivianas Unidas SA (EMBOL) in Soft Drinks (Bolivia)

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## Abstracts

Embotelladoras Bolivianas Unidas SA (EMBOL) is set to remain the leading player in soft drinks in Bolivia over the forecast period. The company is expected to continue supporting its brands through aggressive advertising, promotional activities, distribution, new product development and pricing strategies.

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