

## **Cheese in Bolivia**

Market Direction | 2022-09-28 | 17 pages | Euromonitor

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### **Report description:**

Cheese is experiencing healthy retail value and volume sales growth, albeit slower than in 2021, but is still the most dynamic dairy category in 2022. The main reason being a noticeable increase in production of local artisanal cheese. The illegal market for dairy products has grown considerably over the review period, especially that of powder milk, with prices significantly lower than those of legal brands. Accordingly, many low-income Bolivian consumers are shifting their fresh milk consumpti...

Euromonitor International's Cheese in Bolivia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- \* Get a detailed picture of the Cheese 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.

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Pil Andina relaunches and promotes its more affordable Bonle brand to stimulate sales in 2022

Spreadable cheese attracts new consumer segments, boosting sales in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Artisanal cheese likely to become better quality over the forecast period as agricultural technologies and processes improve

Government dairy company set to increase value share during the forecast period as brand recognition rises

Cheese set to register the most dynamic sales growth over the forecast period as it is an integral part of the daily Bolivian diet

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#### **SOURCES**

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