

## **Beer in Bolivia**

Market Direction | 2023-06-26 | 28 pages | Euromonitor

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### **Report description:**

Sales of premium lager beers experienced a surge in 2022, driven by consumers in higher socioeconomic segments who were less affected by the pandemic's economic impact, as well as those in medium socioeconomic segments seeking indulgence during challenging times. This trend has prompted major companies to expand their product portfolios and distribution channels. Martens Bolivia, for example, entered the Bolivian beer market with its premium imported beer, Martens, which offers unique features a...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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.

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## **Table of Contents:**

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List Of Contents And Tables

### **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 Pacenita

#### **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 1 Lager by Price Band 2022

Table 1 Number of Breweries 2018-2022

#### **CATEGORY DATA**

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

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

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

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

Table 6 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 11 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 13 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 14 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 15 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 16 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

#### **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

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Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 2 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 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

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

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

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

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

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

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