

## **Spirits in Bolivia**

Market Direction | 2023-06-26 | 27 pages | Euromonitor

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### **Report description:**

The migration of consumption to lower-value categories is slowing the growth in value sales of spirits, specifically the expansion of low-priced beers. This trend is particularly evident in traditional sales channels, where low-priced beers dominate the shelves. The expansion of distribution for these brands is driven by an increase in contraband and efforts by formal companies to maintain low prices to compete. As a result, consumers see convenience in consuming cheaper and more accessible drin...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

### Why buy this report?

- \* Get a detailed picture of the Spirits 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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