

## **Hot Drinks in Bolivia**

Market Direction | 2024-12-11 | 35 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Hot drinks in Bolivia has demonstrated positive growth during 2024, driven by increased volumes in the most prominent categories such as coffee and tea. Locally produced products have shown a better performance due to their more accessible pricing, which aligns with consumer demand amidst economic constraints. However, the demand for other hot drinks, particularly chocolate-flavoured powder drinks, has faced a decline due to substantial price hikes. These changes underline the significant impact...

Euromonitor International's Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in Bolivia  
Euromonitor International  
December 2024

### List Of Contents And Tables

#### HOT DRINKS IN BOLIVIA

##### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 3 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 4 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2020-2024

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024

Table 13 □ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024

Table 14 □ Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 15 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2024

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 17 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 21 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 23 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 24 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 25 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### COFFEE IN BOLIVIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Growth of fresh ground coffee leads domestic production

Rise of gourmet consumption and niche areas in fresh ground coffee

Challenges and adaptations in instant coffee

#### PROSPECTS AND OPPORTUNITIES

Rise of freeze-dried coffee in modern retail channels

Functional instant coffee products in direct selling

Specialisation and education in coffee consumption in Bolivia

#### CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2019-2024

Table 27 Retail Sales of Coffee by Category: Value 2019-2024

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 29 Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 31 LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 33 Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 35 □Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

#### TEA IN BOLIVIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Economic context drives growth in tea consumption in Bolivia

Product diversification and innovations by Hansa Ltda

Direct selling channel's emphasis on functional tea products

#### PROSPECTS AND OPPORTUNITIES

Innovation in niche premium areas with matcha tea

Market expansion at value demographics in the tea industry

Cultural fusion: Alcoholic beverages and tea in Bolivian mixology

#### CATEGORY DATA

Table 36 Retail Sales of Tea by Category: Volume 2019-2024

Table 37 Retail Sales of Tea by Category: Value 2019-2024

Table 38 Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 39 Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of Tea: % Retail Value 2020-2024

Table 41 LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 42 Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 43 Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 45 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

#### OTHER HOT DRINKS IN BOLIVIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Shift in consumer preferences for hot drinks in Bolivia

Marketing strategies and product diversification of Chocolike by Madisa

Market positioning and challenges faced by Nestle's other hot drinks in Bolivia

#### PROSPECTS AND OPPORTUNITIES

The rise of Yerba Mate culture in Bolivia

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

The popularity of nutritious powdered drinks for children in Bolivia  
The enduring appeal of Api as a traditional Bolivian beverage

CATEGORY DATA

- Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 47 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 55 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

## Hot Drinks in Bolivia

Market Direction | 2024-12-11 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com