



Coffee in Bolivia

November 2025

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Coffee in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilient demand amid shifting consumption patterns

INDUSTRY PERFORMANCE

Rising prices push consumers away from instant coffee towards other hot drinks

Local fresh ground coffee emerges as key driver of volume growth

WHAT'S NEXT?

Rising interest in premium, fresh coffee experience will drive volume growth

Shift towards digital payments will create new opportunities

Sustainability will emerge as key competitive advantage

COMPETITIVE LANDSCAPE

DXN Bolivia leads sales while Nescafé faces competitive pressures

Sadimex SRL gains traction through affordable offerings

CHANNELS

Small local grocers leads coffee sales in price-sensitive market

E-commerce expands from low base

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Hot Drinks in Bolivia - Industry Overview

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Hot drinks industry shows adaptability in face of economic challenges

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INDUSTRY PERFORMANCE

Resilient demand amid continued price sensitivity

Rise of locally-produced fresh ground coffee

Tea shows greatest resilience

Chocolate drinks maintain consistent popularity, whereas traditional yerba mate loses ground

WHAT'S NEXT?

Hot drinks sales will remain resilient, boosted by culture and affordability

Climate change could bring new opportunities

Wellness-oriented options will gain traction

COMPETITIVE LANDSCAPE

DXN Bolivia leads with natural wellness positioning

Sadimex shows adaptability in inflationary environment

CHANNELS

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