



Euromonitor
International

Cider/Perry in Bolivia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Holiday traditions and affordability fuel seasonal cider sales in Bolivia, with growing demand for non-alcoholic options
Dicon's Cereser brand leads Bolivia's cider market in 2024
Traditional retail drives cider sales amid lower contraband activity

PROSPECTS AND OPPORTUNITIES

Potential to expand cider consumption beyond festive toasting occasions
Non-alcoholic ciders are expected to continue their growth trajectory
Likely introduction of low-priced ciders, thanks to new trade agreements

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Alcoholic Drinks in Bolivia - Industry Overview

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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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