



Euromonitor
International

Tea in Bolivia

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Tea in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains affordable, culturally important beverage

INDUSTRY PERFORMANCE

Tea benefits from local production

Instant tea leads value growth but remains niche

WHAT'S NEXT?

Tea to maintain growth through affordability and cultural relevance

Retail digitalisation will expand tea's reach

Health and wellness trends will drive innovation

COMPETITIVE LANDSCAPE

Local player Hansa Ltda leads sales with affordable, innovative offerings

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Multiple channels drive tea sales

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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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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

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