



**Euromonitor
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Soft Drinks in Bolivia

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Table of Contents

EXECUTIVE SUMMARY

Affordability remains key driver of growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Climatic factors underpin steady consumption amid growing diversification

Affordability remains key consideration

Health-focused offerings gain traction

WHAT'S NEXT?

Shifting consumer lifestyles and infrastructure investments will support future growth

Health and wellness trend to drive innovation

Growing focus on local production

COMPETITIVE LANDSCAPE

EMBOL maintains leadership through extensive reach, innovation and digital investment

DICOM Distribuidores del Oriente benefits from growing success of Aloe Vera Tai, while PepsiCo expands sales through innovation and widening distribution

CHANNELS

Small local grocers dominates sales

E-commerce sees rapid expansion from low base

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 19 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 20 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 21 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 22 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 25 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 26 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 27 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 28 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 29 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 30 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 31 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 32 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Bottled Water in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Need for reliable hydration drives importance of bottled water

INDUSTRY PERFORMANCE

Bottled water continues to play essential role, even amid economic pressures

Still purified bottled water sees rapid growth

WHAT'S NEXT?

Local bottlers will drive future growth

Digitalisation will transform distribution models

Health and wellness will shape next phase of growth

COMPETITIVE LANDSCAPE

EMBOL leads sales through continued success of Vital brand and growing influence of Aquarius

Small emerging players drive growth

CHANNELS

Traditional retail continues to drive expansion

E-commerce gains traction

CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025
Table 34 - Off-trade Sales of Bottled Water by Category: Value 2020-2025
Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025
Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025
Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025
Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025
Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025
Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025
Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030
Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030
Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030
Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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[Carbonates in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Carbonates is impacted by heatwaves, digitisation and sugar supply pressures.

INDUSTRY PERFORMANCE

Carbonates sees continued growth, boosted by availability of affordable formats

Lemonade/lime leads growth

WHAT'S NEXT?

Sustained growth through climate impact, heritage and affordable choices

Digitalisation will drive retailer and consumer engagement

Sugar supply issues will impact carbonates

COMPETITIVE LANDSCAPE

EMBOL retains its lead, ahead of CBN

Small local players gain traction

CHANNELS

Small local grocers remains key channel

Hypermarkets lead growth with broadest product selections

CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 49 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 50 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 53 - Sales of Carbonates by Total Fountain On-trade: Volume 2020-2025

Table 54 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2020-2025

Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 61 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 62 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 63 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2025-2030

Table 64 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2025-2030

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[Concentrates in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates struggles to maintain relevance amid rise of RTD options

INDUSTRY PERFORMANCE

Concentrates faces growing competition from more convenient alternatives

Powder concentrates dominates sales

WHAT'S NEXT?

Players will seek to balance affordability with premium innovation

E-commerce and direct selling will redefine concentrates distribution

Emerging health and labelling trends could facilitate shift towards cleaner formulations

COMPETITIVE LANDSCAPE

Industrias Venado dominates sales

Smaller brands drive growth with premium, health-focused innovations

CHANNELS

Traditional trade remains integrated in daily routines

Direct selling shows greatest resilience

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 66 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 67 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 69 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 70 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 71 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 72 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 73 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 74 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 75 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 76 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 79 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 80 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Packaging strategies and local flavours sustain demand

INDUSTRY PERFORMANCE

Multi-tiered packaging strategy ensures continued relevance of juice drinks

Nectars leads growth through innovation and affordability

WHAT'S NEXT?

Wide availability of affordable formats will ensure juice remains resilient

Local fruits will redefine juice landscape

Health-conscious consumers will drive sales of wellness-positioned products

COMPETITIVE LANDSCAPE

Delizia leads sales via flexible packaging strategy

Industrias Venado drives growth through focus on affordability

CHANNELS

Small local grocers retains broad reach

Supermarkets and hypermarkets lead growth

CATEGORY DATA

Table 81 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 82 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 83 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 84 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 85 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 86 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 87 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 88 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 89 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 90 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 91 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 92 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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[RTD Tea in Bolivia](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea struggles to maintain relevance amid economic pressures and supply challenged

INDUSTRY PERFORMANCE

RTD tea contracts as consumers prioritise basic necessities

Regular still varieties dominate sales

WHAT'S NEXT?

RTD tea expected to stabilise as loyal consumers and lighter formulations support demand

Pil Andina's extensive distribution network will anchor sales

Health and wellness positioning will help RTD tea to sustain its relevance

COMPETITIVE LANDSCAPE

Pil Andina holds onto its lead

Smaller competitors struggle to gain traction

CHANNELS

Pil Andina ensures small local grocers remains at heart of RTD distribution

Supermarkets and hypermarkets gain traction with widest selections

CATEGORY DATA

Table 93 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 94 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 95 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 96 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 97 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 98 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 99 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 100 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 101 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 102 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 103 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 104 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

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Energy Drinks in Bolivia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks expand daily relevance through local Innovation and multifunctional benefits

INDUSTRY PERFORMANCE

Local innovation and stable prices fuel growth

Reduced sugar energy drinks have growing, niche presence while regular formulations dominate sales

WHAT'S NEXT?

Local offerings will power consumption

EMBOL to drive future growth through digitalisation strategy

Players to pursue health-focused innovation

COMPETITIVE LANDSCAPE

Industrias Bongo Bongo's Black brand leads sales

Emerging players drive growth

CHANNELS

Small local grocers lead sales, despite competition from modern retailers

Small local grocers drive growth with promotions and affordable formats

CATEGORY DATA

Table 105 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 106 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 107 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 108 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 109 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 110 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 111 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 112 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 113 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 114 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 115 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 116 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

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Sports Drinks in Bolivia

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks gain traction through affordability and flavour innovation

INDUSTRY PERFORMANCE

Sports drinks continues to expand through stable pricing and functional positioning

Regular sports drinks remains key growth driver

WHAT'S NEXT?

Local players to drive steady growth as imports decline

EMBOL to drive growth through investment in e-commerce

Sports drinks will become more mainstream and hydration-focused

COMPETITIVE LANDSCAPE

EMBOL's Powerade anchors sales

Suerox sets new precedent for multifunctional hydration products

CHANNELS

Small local grocers continue to serve everyday household needs

Traditional stores are key entry points for new innovations, while e-commerce and direct selling expand access

CATEGORY DATA

Table 117 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 118 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 119 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 120 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 121 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 122 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 123 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 124 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 125 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 126 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 127 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 128 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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