



Euromonitor
International

Spirits in Bolivia

June 2025

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Spirits in Bolivia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases prompt shift towards more affordable alcoholic drinks
D&M Bolivia strengthens its lead, driven by Fernet-Branca brand
Distribution channels expand amid e-commerce growth and reduction in contraband

PROSPECTS AND OPPORTUNITIES

Spirits sales set to grow, driven by traditional favourites and reduced contraband
Illegal trade will continue to undermine legitimate premium spirits sales
Local players will drive innovation

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Bolivia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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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