



Processed Fruit and Vegetables in Bolivia

November 2025

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Processed Fruit and Vegetables in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures impact demand amid shift to fresh alternatives

INDUSTRY PERFORMANCE

Processed fruit and vegetables lose ground as consumers favour fresh produce

Shelf stable fruit shows resilience

WHAT'S NEXT?

Slow, but steady growth as fresh produce becomes more widely available

Processed fruits and vegetables will face challenge of repositioning image around health and wellness claims

Local initiatives will seek to reduce reliance on imports

COMPETITIVE LANDSCAPE

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Cruzimex Ltda drives growth with Gustoso brand

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Inflation and supply challenges drive value growth amid stagnant demand

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INDUSTRY PERFORMANCE

Inflation drives value growth amid stagnant demand

Supply chain challenges reshape business priorities

Constrained budgets slow premiumisation

WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration

Health and nutrition trends shape innovation

Sustainability claims will grow in importance

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