



Euromonitor
International

Wine in Bolivia

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2024 DEVELOPMENTS

Wine market sees positive growth, driven by reduced contraband and rising local production

Local players invest in innovation

Wine distribution shifts towards traditional channels amid decline in contraband

PROSPECTS AND OPPORTUNITIES

Positive outlook for wine sales, supported by declining illegal market and growing demand for vermouth

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Local wineries will drive sales through premium innovations.

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Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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