



Euromonitor
International

Spirits in Bolivia

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Spirits in Bolivia - Category analysis

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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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Alcoholic Drinks in Bolivia - Industry Overview

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