

Rtds in Bolivia

June 2025

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Rtds in Bolivia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local innovation powers strong growth

Opal's Cuba Libre maintains its broad appeal

Traditional channels dominate RTD sales amid rise of e-commerce

PROSPECTS AND OPPORTUNITIES

Rising youth population and emergence of new consumption occasions will push RTD sales

Emergence of new players will expand RTD consumption

Imported RTDs, led by 51 ICE, to drive growth

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Alcoholic Drinks in Bolivia - Industry Overview

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On-trade vs off-trade split

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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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