



Beer in Bolivia

June 2024

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Beer in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume growth picks up as on-trade consumption normalises
Bebidas Bolivianas launches Amstel in Bolivia
Domestic players expand their offers of lower-priced products and pack sizes

PROSPECTS AND OPPORTUNITIES

Cervecería Boliviana Nacional set to maintain its dominant position
Beer likely to gain popularity as an economical alternative to wine
Distribution coverage will remain a key strength of Cervecería Boliviana Nacional

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