



Wine in Bolivia

June 2024

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Wine in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Contraband trade remains a major problem in wine
Wine importers focus on pushing higher-end products
Premiumisation also increasingly visible among local wine producers

PROSPECTS AND OPPORTUNITIES

Tannat wines set to be a key area for new launches by local producers
Mercosur membership will create challenges and opportunities for Bolivian wineries
Illicit trade will restrict formal sales but continue to expand consumer base for wine

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Alcoholic Drinks in Bolivia - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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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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DISCLAIMER

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