

Sweet Biscuits, Snack Bars and Fruit Snacks in Bolivia

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand depressed by fallout of Bolivia's balance of payments crisis
Industrias Alimenticias Fagal remains the undisputed leader in sweet biscuits
Oreo and Chips Ahoy! benefit from growing use as baking and dessert ingredients

PROSPECTS AND OPPORTUNITIES

Snack bars set to benefit from convenience factor and relatively wholesome image
Changing demands will continue to shape packaging strategies in sweet biscuits
Dried fruit predicted to grow fastest in retail volume terms

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