Euromonitor International

Bottled Water in Bolivia

December 2025

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Bottled Water in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Need for reliable hydration drives importance of bottled water

INDUSTRY PERFORMANCE

Bottled water continues to play essential role, even amid economic pressures
Still purified bottled water sees rapid growth

WHAT'S NEXT?

Local bottlers will drive future growth
Digitalisation will transform distribution models
Health and wellness will shape next phase of growth

COMPETITIVE LANDSCAPE

EMBOL leads sales through continued success of Vital brand and growing influence of Aquarius
Small emerging players drive growth

CHANNELS

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E-commerce gains traction

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Soft Drinks in Bolivia - Industry Overview

EXECUTIVE SUMMARY

Affordability remains key driver of growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Climatic factors underpin steady consumption amid growing diversification
Affordability remains key consideration
Health-focused offerings gain traction

WHAT'S NEXT?

Shifting consumer lifestyles and infrastructure investments will support future growth
Health and wellness trend to drive innovation

Growing focus on local production

COMPETITIVE LANDSCAPE

EMBOL maintains leadership through extensive reach, innovation and digital investment
DICOM Distribuidores del Oriente benefits from growing success of Aloe Vera Tai, while PepsiCo expands sales through innovation and widening distribution

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Small local grocers dominates sales
E-commerce sees rapid expansion from low base
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