Baby Food in Bolivia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Baby food affected by price volatility of imports
Competitive landscape is stable
Smuggling continues to dampen volume sales in 2023

PROSPECTS AND OPPORTUNITIES
Brands target older babies
Further segmentation as brands look to add value
Value for money still drives value sales

CATEGORY DATA
Table 1 - Sales of Baby Food by Category: Volume 2018-2023
Table 2 - Sales of Baby Food by Category: Value 2018-2023
Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Baby Food: % Value 2019-2023
Table 6 - LBN Brand Shares of Baby Food: % Value 2020-2023
Table 7 - Distribution of Baby Food by Format: % Value 2018-2023
Table 8 - Forecast Sales of Baby Food by Category: Volume 2023-2028
Table 9 - Forecast Sales of Baby Food by Category: Value 2023-2028
Table 10 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Bolivia - Industry Overview

EXECUTIVE SUMMARY
Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA
Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 16 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 17 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES
Summary 1 - Research Sources

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