



Euromonitor
International

Drinking Milk Products in Bolivia

September 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Drinking Milk Products Summary

INDUSTRY PERFORMANCE

Milk Holds Household Demand, While Powder Milk Rebounds with Robust Value Growth

Leche Premium Answers Price and Supply Risk

Chart 1 - State-Led Production Supports Dairy Availability Amid Supply Challenges

Pil Andina Opens Dairy Occasions with Coffee Milk

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Powder Milk Set to Outgrow Milk to 2031

Direct Networks Expected to Decide Who Holds Availability

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pil Andina Leverages Integrated Networks to Reinforce Leadership Amid Shifting Shares

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Leadership with Price and Reach Advantages

Farmacorp and Hipermaxi Widen Digital Access

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Drinking Milk Products

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Drinking Milk Products

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

Chart 15 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Bolivia - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pil Andina Prioritises Distribution Control to Maintain Consumer Trust

Chart 16 - Distribution Resilience Becomes a Competitive Advantage in an Uncertain Market

Entrepreneurial Brands Drive Innovation as Imports Lose Ground

Chart 17 - Local Entrepreneurs Expand Dairy Innovation beyond Traditional Offerings

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Local Manufacturers Anticipated to Expand Functional Dairy as Imports Lose Share

Dairy Set to Remain Dominant, While Baby Food Shows Robust Growth

Manufacturers Expected to Prioritise Supply Resilience and Health-Focused Innovation for Growth

Chart 20 - Forecast Value Sales 2021-2031

Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pil Andina Expands Distribution to Reinforce Leadership

Chart 22 - Analyst Insight for Dairy Products and Alternatives

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Small Local Grocers Strengthen Reach through Competitive Pricing

E-Commerce Operators Unlock Growth with Digital Convenience

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Dairy Products and Alternatives

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Dairy Products and Alternatives

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

Chart 32 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/drinking-milk-products-in-bolivia/report.