Euromonitor International

Spirits in Bolivia

August 2026

Table of Contents

Spirits in Bolivia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Ron Capiguara Leverages Regional Roots to Drive Premium Appeal
Chart 1 - Local Identity and Aspirational Quality in Rum
Don Lucho Xo Elevates Singani with Luxury Cues and Heritage
At-Home Mixology and Premium Local Launches Reshape Spending Habits
Chart 2 - Aspirational Local Spirits Support at Home Mixology
Chart 3 - Volume Sales 2020-2030
Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Domestic Producers Redefine Premium with Quality and Identity
Rum and Bitters Sustain Leadership as Premium Imports Lose Ground
Bitters Accelerate Growth as Digital Innovation Broadens Reach
Chart 5 - Forecast Volume Sales 2020-2030
Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

D&M Bolivia Regains Share as Rivals Diversify Portfolios
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach as Traditional Sales Drive Proximity

ECONOMIC CONTEXT

Chart 9 - Economic Context for Spirits
Chart 10 - Real Gdp Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Spirits
Chart 13 - Population 2020-2030
Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Bolivia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Budweiser and Schneider Capture Demand as Legalisation and Pricing Shifts Drive Beer Growth

Singani Illimani Leverages Bicentennial Heritage to Elevate Premium Positioning
Chart 16 - Bicentennial as a Catalyst for Cultural Positioning
Dans Le Vent Vsop and Rtds Unlock Growth as Polarisation Reshapes Value and Premium Choices
Chart 17 - Premium Niches Expand Amid Structural Constraints
Chart 18 - Volume Sales 2020-2030
Chart 19 - Volume Sales by Category 2025

WHAT'S NEXT?

Domestic Brewers and Distillers Lift Quality to Meet Rising Demand
Local Brands Create New Drinking Occasions with Innovation and Culture
Formalisation Reduces Contraband, Driving Sustainable Gains for Legal Producers
Chart 20 - Forecast Volume Sales 2020-2030
Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Alcoholic Drinks
Cervecería Boliviana Nacional Boosts Share as Contraband Wanes
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers Gain Momentum as Contraband Wanes
Amarket and 3B Stores Reshape Urban Retail Access and Value
Cruzimex and Pedidosya Accelerate Digital Alcohol Sales with Agile Payments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

PRODUCTS

Singani Illimani Uses Bicentennial Storytelling to Drive Premium Sales
Dans Le Vent Vsop and Rtds Attract Consumers Seeking Quality and Value
Legal Brands Gain Share as Contraband Declines and Innovation Accelerates

ECONOMIC CONTEXT

Chart 25 - Economic Context for Alcoholic Drinks
Chart 26 - Real Gdp Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Alcoholic Drinks
Chart 29 - Population 2020-2030

Chart 30 - Population by Generation 2025

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/spirits-in-bolivia/report.