

# Spirits in Bolivia

June 2023

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## Spirits in Bolivia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wide availability of budget beers negatively affects demand for spirits

Singani: Bolivia's iconic spirit with certified denomination of origin and growing success in local and international markets

Boosting Aperol Spritz: Expanding on-trade presence and engaging off-trade consumers for Aperol by Campari Milano

#### PROSPECTS AND OPPORTUNITIES

Resurgence of the Blended Malt Scotch Whisky category: New entrants drive market growth and consumer segmentation

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