



Euromonitor
International

Sports Drinks in Bolivia

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Sports Drinks in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks gain traction through affordability and flavour innovation

INDUSTRY PERFORMANCE

Sports drinks continues to expand through stable pricing and functional positioning

Regular sports drinks remains key growth driver

WHAT'S NEXT?

Local players to drive steady growth as imports decline

EMBOL to drive growth through investment in e-commerce

Sports drinks will become more mainstream and hydration-focused

COMPETITIVE LANDSCAPE

EMBOL's Powerade anchors sales

Suerox sets new precedent for multifunctional hydration products

CHANNELS

Small local grocers continue to serve everyday household needs

Traditional stores are key entry points for new innovations, while e-commerce and direct selling expand access

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Affordability remains key driver of growth

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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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E-commerce sees rapid expansion from low base

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Summary 1 - Research Sources

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