Euromonitor International

Rice, Pasta and Noodles in Bolivia

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Rice, Pasta and Noodles in Bolivia - Category analysis

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2025 DEVELOPMENTS

Rice and pasta remain Bolivian staples despite inflation and supply challenges

INDUSTRY PERFORMANCE

Rising input costs and illicit trade undermine availability of rice and dried pasta
Dried pasta records strongest growth

WHAT'S NEXT?

Steady growth expected, with rice and dried pasta remaining staples of Bolivian diet
Potential to expand dried pasta production using local endemic grains with superior nutritional attributes
Continued currency devaluation likely to fuel growth of the illicit rice market

COMPETITIVE LANDSCAPE

Caisy maintains its lead amid growing consumer price sensitivity
Players gain momentum through focus on affordability

CHANNELS

Consumers continue to favour small local grocers
Supermarket expansion stalls as e-commerce struggles to gain mainstream adoption

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Staple Foods in Bolivia - Industry Overview

EXECUTIVE SUMMARY

Inflation and supply challenges drive value growth amid stagnant demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflation drives value growth amid stagnant demand
Supply chain challenges reshape business priorities
Constrained budgets slow premiumisation

WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration
Health and nutrition trends shape innovation
Sustainability claims will grow in importance

COMPETITIVE LANDSCAPE

Caisy maintains its lead amid growing consumer price sensitivity
Players gain momentum through focus on affordability

CHANNELS

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