

# Butter and Spreads in Bolivia

September 2023

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# Butter and Spreads in Bolivia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Butter registers highest value and volume growth, though value sales are still low Fall in volume sales for margarine and spreads Steepest volume decline for cooking fats.

### PROSPECTS AND OPPORTUNITIES

Increasing local milk production sees lower prices for butter In a mature product area, health and wellness key differentiators Cooking fats registers lowest growth

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