



Processed Meat, Seafood and Alternatives To Meat in Bolivia

November 2025

Processed Meat, Seafood and Alternatives To Meat in Bolivia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising costs drive value growth amid declining volumes

INDUSTRY PERFORMANCE

Rising input costs weigh on demand

Frozen processed poultry leads growth

WHAT'S NEXT?

Convenience of processed meat and seafood aligns with contemporary lifestyles

Growing potential for nutritional or functional claims in processed meats

Plant-based meat alternatives offer growth opportunities

COMPETITIVE LANDSCAPE

Sofia brand strengthens its position through focus on affordable options amid economic challenges

Minoil is most dynamic player

CHANNELS

Small local grocers gains traction with affordable packaging and emerging brands

E-commerce represents small but growing channel

CATEGORY DATA

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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

Traditional channel strengthens amid economic uncertainty

E-commerce remains undeveloped

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