

# Coffee in Chile

November 2024

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# Coffee in Chile - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Coffee demand remains strong, but growth of sophisticated alternatives slows down Rising adoption of coffee machines drives demand for fresh ground coffee in Chile Single servings help premium coffee brands adapt to economic pressures

# PROSPECTS AND OPPORTUNITIES

Climate change challenges regional coffee supply and may lead to further price increases Future innovation to focus on functionality and addition of other natural ingredients Younger Chileans interested in new brewing methods and different coffee varieties

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