



Euromonitor  
International

# Spirits in Chile

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Pisco continues to drive sales of spirits despite increasing interest in alcohol-free options

Pisco brands lead but fernet consumption is increasing

Drinks specialists continue to attract consumers with regular price promotions

#### PROSPECTS AND OPPORTUNITIES

Mixology trend set to gain further momentum, driving demand for many spirits

Mocktails can appeal to wide audience and encourage players to launch new options

Large format set to remain popular for at-home consumption

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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