



Concentrates in Chile

December 2023

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Concentrates in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder concentrates returns to growth due to juice price increases

Livean adds carbon-neutral and colourant-free certifications to its products in a move to recover demand

Zuko suffers with price increases and utilises discounts to drive up demand

PROSPECTS AND OPPORTUNITIES

Overall size of concentrates set to shrink in Chile

Increasing attention to flavoured bottled water by major brands will threaten innovation in concentrates

Vegetable-based drinks will continue to have limited presence in Chile

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