



**Euromonitor
International**

Concentrates in Chile

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal improvement for concentrates amid weak economic context

Zuko dominates powder concentrates, but Vivo and Livean aim to compete with “healthier” alternatives

Purchasing decisions mainly driven by price and availability

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Overall size of concentrates is set to shrink in the longer term

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