



Euromonitor
International

Wine in Chile

June 2025

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2024 DEVELOPMENTS

Wine producers aim to attract younger consumers with education

Sweeter wine increasingly gains popularity in Chile

Drinks specialists continue to drive off-trade sales of wine

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On-trade vs off-trade split
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

OPERATING ENVIRONMENT

Contraband/parallel trade
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