



Euromonitor
International

Health and Wellness in Chile

August 2024

Table of Contents

EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Interest in health and wellness hot drinks remains strong despite rising cost of living
- Low fat and low sugar are the best performing health and wellness claims
- Good source of minerals, good source of vitamins still the top claims in volume terms

PROSPECTS AND OPPORTUNITIES

- Busier lifestyles will continue to broaden appeal of energy boosting hot drinks
- Growing preference for naturally healthy hot drinks bodes well for fruit/herbal teas
- Health and environmental concerns expected to buoy demand for organic products

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Soft Drinks in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Obesity concerns continue to buoy demand for soft drinks with sugar-related claims
- Interest in products with advanced hydration and energising functionality increases
- Natural and organic options profit from fears about harmful effects of artificial additives

PROSPECTS AND OPPORTUNITIES

- Probiotic expected to be the most dynamic claim in volume and value growth terms
- Growing focus on preventive health measures will favour immune support products
- Interest in soft drinks with brain health and memory claims set to rise

CATEGORY DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation continues to pose challenges but demand remains resilient overall

Lactose free still the leading health and wellness claim in snacks

Chileans continue to show strong interest in gluten free snacks

PROSPECTS AND OPPORTUNITIES

Demand for snacks with sugar- and fat-related claims set to remain robust

Health and ethical concerns will broaden appeal of vegan and plant-based snacks

Interest in keto snacks expected to rise steadily

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lactose free remains the leading health and wellness claim by a wide margin

Plant-based is the fastest growing claim in volume and current value terms

High fibre dairy products and alternatives continue to gain popularity

PROSPECTS AND OPPORTUNITIES

Obesity concerns will continue to strengthen interest in sugar- and fat-related claims

Growing focus on immune and digestive health bodes well for probiotic products

Demand for vegan dairy products and alternatives set to remain buoyant

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW Cooking Ingredients and Meals in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for health and wellness products remains robust despite inflationary challenges

Vegetarian still the leading health and wellness claim in value sales terms

Consumers show growing interest in high protein options

PROSPECTS AND OPPORTUNITIES

Rising health-consciousness will continue to boost overall demand

Dairy free projected to be the fastest developing health and wellness claim

Interest in vegan, vegetarian and plant-based products set to rise

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW Staple Foods in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health-consciousness cushions negative impact of stubbornly high inflation

Lactose free remains the leading health and wellness claim in staple foods

Products with fat- and sugar-related claims continue to win over Chileans

PROSPECTS AND OPPORTUNITIES

Keto expected to be the most dynamic health and wellness claim in staple foods

Consumption of vegan and plant-based staple foods set to continue rising

Growing adoption of preventive dietary habits bodes well for several claims

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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