



Juice in Chile

December 2023

Table of Contents

Juice in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice players try to stabilise prices after 2022's strong increase
Nectars drives stagnating category amid high inflation and lower incomes
Individual formats become the stronghold of local premium brands amid fall in demand

PROSPECTS AND OPPORTUNITIES

Healthy lifestyles will remain important driver of 100% juice but could harm other products
Valencia oranges will help drive new premiumisation trend
Sustainable packaging will become essential in juice

CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023
Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023
Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Chile

Decreasing inflation drives improving demand for fountain sales in 2023

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SOURCES

Summary 1 - Research Sources

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