



**Euromonitor
International**

RTD Coffee in Chile

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee is declining niche as it struggles to align with Chileans' preferences
Energy drinks outcompete RTD coffee in both availability and functionality
Low availability in mainstream channels and high price limit RTD coffee sales

PROSPECTS AND OPPORTUNITIES

More stable performance as RTD coffee will be supported by loyal niche of consumers
Flavour diversity and higher caffeine content could help RTD coffee reach a wider audience
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Soft Drinks in Chile - Industry Overview

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