



Supermarkets in Chile

March 2024

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Supermarkets in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets remains important grocery channel, with store numbers continuing to dynamically grow

Technologically-driven engagement not a focus for players

Independent and regional players continue to experience limited growth

PROSPECTS AND OPPORTUNITIES

Lower prices via supermarkets set to increase in number to combat competition

Opening of outlets to remain an area of focus over the forecast period

E-commerce to increasingly become part of omnichannel strategies

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