



HW Dairy Products and Alternatives in Chile

August 2024

Table of Contents

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

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Chile - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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