



HW Staple Foods in Chile

August 2024

Table of Contents

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

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods 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

DISCLAIMER

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