

Beer in Chile

Market Direction | 2022-06-29 | 26 pages | Euromonitor

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Report description:

With Chile being one of the countries with the highest vaccination rates, the reopening of society during 2021 continued, despite intermittent quarantines that were still in effect depending on the number of reported cases of COVID-19. This scenario turned into a catalyst for multiple consumption occasions for beer that resulted in on-trade receiving a boost to sales due to the reopening of horeca establishments each time quarantines were eased due to pent-up demand. Furthermore, the adaption to...

Euromonitor International's Beer in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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BEER IN CHILE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumption of beer increases in 2021 despite ongoing COVID-19 restrictions

Premiumisation in 2021 drives sales of imported lager, smaller beer segments, and local brands

Anheuser-Busch InBev quadruples local production with plant expansion to compete with leader Cia Cervecerias Unidas

PROSPECTS AND OPPORTUNITIES

Despite low drop in demand in 2022, beer is expected to record solid growth over forecast period as a whole

Beer benefits most from new channels and consumption occasions

Availability and product variety will be key for future growth

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