

## **Consumer Health in Chile**

Market Direction | 2022-09-19 | 102 pages | Euromonitor

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### **Report description:**

Consumer health in Chile witnessed significant growth in 2021 compared to the previous year, despite the country suffering from the effects of the pandemic. Growth of the industry in 2021 largely depended on demand for categories such as analgesics, sleep aids, vitamins and dietary supplements, weight management and wellbeing and dermatologicals. This was closely linked to two factors: some categories, such as multivitamins, benefited from the pandemic as consumers looked to boost their immune s...

Euromonitor International's Consumer Health 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. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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## **Table of Contents:**

Consumer Health in Chile  
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List Of Contents And Tables

### **CONSUMER HEALTH IN CHILE**

#### **EXECUTIVE SUMMARY**

Consumer health in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

#### **MARKET INDICATORS**

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022  
Table 2 Life Expectancy at Birth 2017-2022

#### **MARKET DATA**

Table 3 Sales of Consumer Health by Category: Value 2017-2022  
Table 4 Sales of Consumer Health by Category: % Value Growth 2017-2022  
Table 5 NBO Company Shares of Consumer Health: % Value 2018-2022  
Table 6 LBN Brand Shares of Consumer Health: % Value 2019-2022  
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022  
Table 8 Distribution of Consumer Health by Format: % Value 2017-2022  
Table 9 Distribution of Consumer Health by Format and Category: % Value 2022  
Table 10 □Forecast Sales of Consumer Health by Category: Value 2022-2027  
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

#### **APPENDIX**

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

#### **DISCLAIMER**

#### **DEFINITIONS**

#### **SOURCES**

Summary 1 Research Sources

### **ANALGESICS IN CHILE**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Further growth for acetaminophen in 2022 underpinned by being most recommended analgesic to treat COVID-19 symptoms  
Further strong declines for aspirin in 2022 due to increasing perception as limited suitability for those suffering from heart conditions

Laboratorio Chile to gain leadership of analgesics in 2022, with Bayer relying on aspirin

Greater awareness of active ingredients benefits bioequivalents and generics

#### **PROSPECTS AND OPPORTUNITIES**

Competitive pricing and promoting private label will be used by companies as strategies to strengthen position in category  
Genomma Lab to boost its presence in Chilean analgesics from 2022

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Herbal/traditional products expected to rise as preferred alternative

#### CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2017-2022

Table 13 Sales of Analgesics by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Analgesics: % Value 2018-2022

Table 15 LBN Brand Shares of Analgesics: % Value 2019-2022

Table 16 Forecast Sales of Analgesics by Category: Value 2022-2027

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2022-2027

#### COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN CHILE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Cough, cold and allergy (hay fever) remedies experiences significant growth in 2022 following weak performance during pandemic

Medicated confectionery grows for second consecutive year but remains below pre-pandemic sales levels

Laboratorio Maver gains important share in consolidated competitive landscape

##### PROSPECTS AND OPPORTUNITIES

Natural ingredients continue to attract consumers

Proven efficient and cost-effective solutions valued

Possibility of reduced incomes offers growth opportunity for emerging brands and private label

#### CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

#### DIGESTIVE REMEDIES IN CHILE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Rise in out-of-home consumption occasions drives category growth in 2022

The rising importance of preventative digestive health

GlaxoSmithKline retains leadership of consolidated landscape while rivals gain share

##### PROSPECTS AND OPPORTUNITIES

Innovation, sustainability and promotions key elements for growth of digestive remedies

Ageing population and social normalisation set to ensure stable demand

Emergence of new brands and e-commerce presented as opportunity to massify category in line with reduced incomes in 2022-2023

#### CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2017-2022

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Digestive Remedies: % Value 2018-2022

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2019-2022

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2022-2027

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2022-2027

#### DERMATOLOGICALS IN CHILE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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Positive value sales for antifungals in line with greater mobility, and return of patients to medical and dermatological consultations

Strong drop in demand for hair loss treatments in 2022

Beiersdorf strengthens leadership of dermatologicals, followed at a distance by Laboratorios Andromaco

#### PROSPECTS AND OPPORTUNITIES

Habit persistence will boost forecast growth for antifungals

E-commerce and omnichannel approach to have a distinct advantage over competitors

Pricing strategies could be adopted by emerging brands to gain price-sensitive consumers' attention

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2017-2022

Table 31 Sales of Dermatologicals by Category: % Value Growth 2017-2022

Table 32 NBO Company Shares of Dermatologicals: % Value 2018-2022

Table 33 LBN Brand Shares of Dermatologicals: % Value 2019-2022

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2019-2022

Table 35 Forecast Sales of Dermatologicals by Category: Value 2022-2027

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2022-2027

#### SLEEP AIDS IN CHILE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Despite volume drop in 2022, demand for sleep aids remains above pre-pandemic levels due to lingering stress and anxiety

Increasing awareness of methods to improve sleep habits

Laboratorio Esp Med Knop Ltda retains dominance of sleep aids

#### PROSPECTS AND OPPORTUNITIES

Natural ingredients boost alternative options

Product portfolio expansion to alternatives to build customer loyalty

Innovation and pricing strategies will be key over forecast period

#### CATEGORY DATA

Table 37 Sales of Sleep Aids: Value 2017-2022

Table 38 Sales of Sleep Aids: % Value Growth 2017-2022

Table 39 NBO Company Shares of Sleep Aids: % Value 2018-2022

Table 40 LBN Brand Shares of Sleep Aids: % Value 2019-2022

Table 41 Forecast Sales of Sleep Aids: Value 2022-2027

Table 42 Forecast Sales of Sleep Aids: % Value Growth 2022-2027

#### EYE CARE IN CHILE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Increasing visits to eye care practitioners due to easing of restrictions, while demand remains higher in 2022 due to prolonged exposure to digital screens

Air pollution continues to impact Chileans' eye health

Pharmacies remains dominant distribution channel for eye care in Chile

Laboratorios Alcon strengthens leadership of consolidated competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Increasing awareness of herbal and natural solutions

Target consumer base will expand in line with ageing population

Political and economic uncertainty may have short-term impact on demand but e-commerce growth shows that it can be a useful tool to attract consumers

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Table 43 Sales of Eye Care by Category: Value 2017-2022

Table 44 Sales of Eye Care by Category: % Value Growth 2017-2022

Table 45 NBO Company Shares of Eye Care: % Value 2018-2022

Table 46 LBN Brand Shares of Eye Care: % Value 2019-2022

Table 47 Forecast Sales of Eye Care by Category: Value 2022-2027

Table 48 Forecast Sales of Eye Care by Category: % Value Growth 2022-2027

## WOUND CARE IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stable demand for wound care supported by rise in outdoor activities

Rising cases of diabetes increase demand for wound care

3M Chile SA retains dominance of wound care, while private label enjoys strong presence

### PROSPECTS AND OPPORTUNITIES

Pricing strategies and promotions will be key to attract price-sensitive Chileans

New sales structure based on omnichannel strategy will mark near future

Supermarkets will continue to dominate distribution of wound care in Chile

### CATEGORY DATA

Table 49 Sales of Wound Care by Category: Value 2017-2022

Table 50 Sales of Wound Care by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Wound Care: % Value 2018-2022

Table 52 LBN Brand Shares of Wound Care: % Value 2019-2022

Table 53 Forecast Sales of Wound Care by Category: Value 2022-2027

Table 54 Forecast Sales of Wound Care by Category: % Value Growth 2022-2027

## VITAMINS IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Vitamin sales contract in 2022 influenced by economic situation and waning fear of COVID-19

Emergence of different formats to combat pill fatigue

MedCell retains leadership while Farmacias Ahumada enters with private label line

### PROSPECTS AND OPPORTUNITIES

New opportunities with the rise of e-commerce

Chileans interested in better value for money, while players must continue to promote quality and sustainable products

Increasingly sophisticated consumers

### CATEGORY DATA

Table 55 Sales of Vitamins by Category: Value 2017-2022

Table 56 Sales of Vitamins by Category: % Value Growth 2017-2022

Table 57 Sales of Multivitamins by Positioning: % Value 2017-2022

Table 58 NBO Company Shares of Vitamins: % Value 2018-2022

Table 59 LBN Brand Shares of Vitamins: % Value 2019-2022

Table 60 Forecast Sales of Vitamins by Category: Value 2022-2027

Table 61 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

## DIETARY SUPPLEMENTS IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dietary supplements suffers declining demand influenced by economic factors in the country

Major direct sellers suffer declining sales, in part due to reactivation of other channels and unstable economic scenario

Herbalife Chile Ltda retains lead, while closest competitor MedCell gains ground

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## PROSPECTS AND OPPORTUNITIES

Omnichannel presence will remain key to driving growth in medium term

Players to continue to focus on quality but affordable dietary supplements

Environmental consciousness to continue to shape purchasing decisions

## CATEGORY DATA

Table 62 Sales of Dietary Supplements by Category: Value 2017-2022

Table 63 Sales of Dietary Supplements by Category: % Value Growth 2017-2022

Table 64 Sales of Dietary Supplements by Positioning: % Value 2017-2022

Table 65 NBO Company Shares of Dietary Supplements: % Value 2018-2022

Table 66 LBN Brand Shares of Dietary Supplements: % Value 2019-2022

Table 67 Forecast Sales of Dietary Supplements by Category: Value 2022-2027

Table 68 Forecast Sales of Dietary Supplements by Category: % Value Growth 2022-2027

## WEIGHT MANAGEMENT AND WELLBEING IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Double-digit decline for weight management and wellbeing due to lower disposable incomes and raw material shortages in the country

Abbott retains leadership of weight management and wellbeing

Rising price sensitivity offers emerging brands and private label growth opportunities

## PROSPECTS AND OPPORTUNITIES

Innovation, sustainability and promotions key elements for growth over forecast period

Omnichannel strategies will remain key growth drivers for weight management and wellbeing

Expanding consumer scope to drive growth for supplement nutrition drinks

## CATEGORY DATA

Table 69 Sales of Weight Management and Wellbeing by Category: Value 2017-2022

Table 70 Sales of Weight Management and Wellbeing by Category: % Value Growth 2017-2022

Table 71 NBO Company Shares of Weight Management and Wellbeing: % Value 2018-2022

Table 72 LBN Brand Shares of Weight Management and Wellbeing: % Value 2019-2022

Table 73 Forecast Sales of Weight Management and Wellbeing by Category: Value 2022-2027

Table 74 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2022-2027

## SPORTS NUTRITION IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sports nutrition suffers decline due to lower disposable incomes

Protein/energy bars continues to gain ground due to positive perception as healthy snack

Supermarkets and hypermarkets dominate distribution of sports nutrition in Chile

## PROSPECTS AND OPPORTUNITIES

Convenient on-the-go formats continue to expand sports nutrition portfolios

Opportunity for emerging brands to gain space due to trend of larger sales formats

Opportunity for plant-based proteins

## CATEGORY DATA

Table 75 Sales of Sports Nutrition by Category: Value 2017-2022

Table 76 Sales of Sports Nutrition by Category: % Value Growth 2017-2022

Table 77 NBO Company Shares of Sports Nutrition: % Value 2018-2022

Table 78 LBN Brand Shares of Sports Nutrition: % Value 2019-2022

Table 79 Forecast Sales of Sports Nutrition by Category: Value 2022-2027

Table 80 Forecast Sales of Sports Nutrition by Category: % Value Growth 2022-2027

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## HERBAL/TRADITIONAL PRODUCTS IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Herbal/traditional products maintains important consumer niche in 2022

Alimentos Dos en Uno SA retains comfortable lead in 2022

Consumer awareness of preventative health boosts herbal/traditional products

#### PROSPECTS AND OPPORTUNITIES

Natural ingredients will continue to be of interest to local consumers

Products such as kombucha have potential to offer competition to category

Direct sellers can continue to promote category due to successful business model

#### CATEGORY DATA

Table 81 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 82 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 83 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 84 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 85 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 86 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

## PAEDIATRIC CONSUMER HEALTH IN CHILE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth of paediatric analgesics and paediatric cough/cold remedies closely related to return to in-person learning

Demand for paediatric vitamins and dietary supplements drops to below pre-pandemic levels in 2022

Bayer retains lead of fairly consolidated competitive landscape that also features local laboratories

#### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health still offers further development potential in Chile

Low birth rate in Chile could hinder stronger growth for paediatric consumer health

Price is less of an important factor compared to professional medical opinion

#### CATEGORY DATA

Table 87 Sales of Paediatric Consumer Health by Category: Value 2017-2022

Table 88 Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 89 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 90 NBO Company Shares of Paediatric Consumer Health: % Value 2018-2022

Table 91 LBN Brand Shares of Paediatric Consumer Health: % Value 2019-2022

Table 92 Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027

Table 93 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2022-2027

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