

Beer in Chile

Market Direction | 2023-06-22 | 29 pages | Euromonitor

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Report description:

As one of the best performing categories of alcoholic drinks over much of the review period, beer was expected to avoid significant struggles during 2022. These expectations seemed to be confirmed by results from the first half of the year. However, the effects of financial liquidity fading from the local economy and the soaring inflation rates finally had an impact during the second half of 2022, strongly hindering the performance of major segments, especially standard lager.

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 (2018-2022), 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 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BEER IN CHILE

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2022 DEVELOPMENTS

Promotional efforts help imported premium lager stand out in a category struggling due to worsening economic outlook

Supply chain issues and inflation lead to significant price increases

Search for flavours and lower alcohol content drive growth of flavoured/mixed lager

PROSPECTS AND OPPORTUNITIES

Brand-owned craft stores could be key to maintaining premiumisation trend

Non-alcoholic beer will maintain steady growth by attracting younger adults and those wanting to abstain from alcohol

Flavours and variety will be key elements for darker beer varieties

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