

Tea in Chile

Market Direction | 2023-12-07 | 21 pages | Euromonitor

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Report description:

Chile is by far the leading market in Latin America in terms of per capita consumption of tea. Demand for this hot drink recorded impressive growth in the early 2010s. Furthermore, it is usually an essential item in every Chilean household. However, 2023 has proved a significant challenge for this popular drink, as inflation in late 2022 pushed prices up by 15%, with another rise of 7% in 2023, two factors that are negatively impacting retail demand. At the same time, hotter summers are making h...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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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Lipton struggles with its pricing strategy

Instant tea aims to exploit sweeter preferences of Chileans using latte combinations

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