

Carbonates in Chile

Market Direction | 2023-12-14 | 33 pages | Euromonitor

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Report description:

Off-trade demand for carbonates in Chile is improving in 2023. Following an abnormal year in 2021 and a more normalised performance in 2022, the category is experiencing a rise in volumes in 2023. Like most categories in 2022 and 2023, carbonates has been affected by inflation, but the extent of these effects has been less severe compared to competing categories such as juice. Notably, the steep rise in juice prices in late 2022 and early 2023 prompted numerous consumers to switch to carbonates,...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Migration from other categories and easing of inflation help drive up demand for carbonates after a complex year

In challenging economic scenario, Coca-Cola relies on innovation to stand out from competitors

Tonic water/mixers/other bitters thrive with mixology trends

PROSPECTS AND OPPORTUNITIES

Potential tax increase on sugary products could further complicate the future of carbonates

Lemonade/lime set for stable growth due to hotter summers and increasing popularity of citric flavours

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MARKET DATA

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