

Soft Drinks in Chile

Market Direction | 2023-12-14 | 85 pages | Euromonitor

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Report description:

Demand for soft drinks is growing despite the challenges faced in 2022 and in the first half of 2023, characterised by high inflation and weakened demand. Major categories such as carbonates and bottled water have demonstrated resilience, while energy drinks and kombucha continue on their impressive growth trajectories. One significant contributing factor to the positive performance of soft drinks is the prevalence of hotter summers and elevated temperatures throughout the year. As Chile has exp...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft Drinks 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:

Soft Drinks in Chile
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List Of Contents And Tables

SOFT DRINKS IN CHILE

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

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Table 32 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Chile

Decreasing inflation drives improving demand for fountain sales in 2023

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Arts, e-sports and sustainability will consolidate as core strategy of brands' marketing

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 42 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 52 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice players try to stabilise prices after 2022's strong increase

Nectars drives stagnating category amid high inflation and lower incomes

Individual formats become the stronghold of local premium brands amid fall in demand

PROSPECTS AND OPPORTUNITIES

Healthy lifestyles will remain important driver of 100% juice but could harm other products

Valencia oranges will help drive new premiumisation trend

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Sustainable packaging will become essential in juice

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 54 Off-trade Sales of Juice by Category: Value 2018-2023

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slower price increases and health trends drive performance of bottled water

Climate change is another factor pushing demand for bottled water in Chile

Children and female consumers push demand for flavoured bottled water

PROSPECTS AND OPPORTUNITIES

Motivated by health trends, major juice and concentrates brands are set to ramp up efforts in flavoured bottled water

Competition within on-trade channel will be tighter than off-trade

Bulk bottled water options set to experience further dynamic growth

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite marginal decline, off-trade demand for sports drinks remains high in 2023

Brands focus on large formats and discount strategies to sustain demand

Gatorade Zero raises competition in reduced sugar segment

PROSPECTS AND OPPORTUNITIES

New players will continue to blur the lines between categories

Future growth of reduced sugar options will be driven by health trends

Added protein options arrive in Chile to emerge as the next trend in sports drinks

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CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks continues to record solid growth, driven by major brands

Monster gains marginal advantage over Score in the close competition for leadership

Fruity and tropical are preferred flavours of energy drinks in Chile

PROSPECTS AND OPPORTUNITIES

Small local grocers likely to remain dominant distribution channel despite diversification

Mixology trends could spark growth of energy drinks via on-trade venues

Functionality could be the next step for energy drinks in Chile

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder concentrates returns to growth due to juice price increases

Livean adds carbon-neutral and colourant-free certifications to its products in a move to recover demand

Zuko suffers with price increases and utilises discounts to drive up demand

PROSPECTS AND OPPORTUNITIES

Overall size of concentrates set to shrink in Chile

Increasing attention to flavoured bottled water by major brands will threaten innovation in concentrates

Vegetable-based drinks will continue to have limited presence in Chile

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Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 103 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 110 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 111 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 112 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 115 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Warmer climate and increasing penetration allow RTD tea to maintain growth

Kombucha remains dynamic performer as local competition increases

Flavour innovation becomes leading strategy for RTD tea brands

PROSPECTS AND OPPORTUNITIES

Kombucha to gain further growth momentum in double digits

Reduced sugar will be the main growth driver of still RTD tea

On-trade's penetration will grow, but remain small and confined to specialist coffee and tea shops

CATEGORY DATA

Table 116 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 117 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 118 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 119 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 120 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 125 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for RTD coffee continues to decline, with some brands confined to speciality stores

Preference for high milk content and sweet products is negative driver for RTD coffee in Chile

Popularity of iced coffee in on-trade outlets does not support the channel's demand for RTD options

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PROSPECTS AND OPPORTUNITIES

Based on a loyal niche, RTD coffee is set to see improving demand later in forecast period
Extended range of flavours and caffeine content could help category reach a wider audience
Plant-based and functionality could help create demand from younger generations

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 130 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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