

## **HW Hot Drinks in Chile**

Market Direction | 2023-11-06 | 12 pages | Euromonitor

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### **Report description:**

Eating well and healthily is not a simple task in Chile, as many packaged products with positive health-related attributes are usually far more expensive than standard, traditional products. At times, this has made it harder for products with healthy claims to penetrate the market, but figures for 2022 show Chileans are increasingly willing to pay the extra price. After the liquidity incentives from 2021 disappeared in the second half of 2022, lower volumes were expected for certain products wit...

Euromonitor International's HW Hot Drinks in Chile report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot 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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HW HOT DRINKS IN CHILE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing prices do not drive consumers away from healthier hot drinks

In 2022, vegetarian leads health and wellness hot drinks as consumers turn to such products for health, animal welfare and environmental reasons

Good source of minerals records positive growth within health and wellness hot drinks as consumers seek to boost their metabolism

PROSPECTS AND OPPORTUNITIES

Natural lifestyle associated with positive health effects could boost certain health and wellness hot drinks categories

Vegan has the most promising forecast absolute growth in health and wellness hot drinks to 2027, as plant-based diets become increasingly popular

Plant-based to be boosted by interest in specific diets and due to ethical reasons over the forecast period

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HEALTH AND WELLNESS IN CHILE

EXECUTIVE SUMMARY

Overview

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