

HW Soft Drinks in Chile

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

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Report description:

Chileans have substantially increased their awareness of the dangers to health that many soft drinks pose for them, especially carbonates and juice, and they are showing interest in improving their overall health. Legislation and more publicly available information are the main factors responsible for this, while the massification of sports activities has also helped. One of the main factors raising awareness of the dangers of high sugar, salt, and fat consumption has been the country's Law of F...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN CHILE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite increasing concern for health and sugar content, low and no sugar soft drinks only achieve low growth in 2022

With a high rate of lactose intolerance in the country, lactose free leads health and wellness soft drinks in 2022

No allergens records growth within health and wellness soft drinks due to intolerances

PROSPECTS AND OPPORTUNITIES

Mental health will become a relevant health and wellness attribute in soft drinks

Energy boosting the most promising in health and wellness soft drinks to 2027 as consumers return to busier lives post-pandemic

As consumers look to maintain their health and boost their metabolism, good source of antioxidants is set to rise in significance over the forecast period

CATEGORY DATA

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HEALTH AND WELLNESS IN CHILE

EXECUTIVE SUMMARY

Overview

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