

Supermarkets in Chile

Market Direction | 2024-03-13 | 35 pages | Euromonitor

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Report description:

Despite recording a marginal decline compared to the previous year's dynamic performance, value sales via supermarkets in Chile remained significantly higher in 2023 compared to pre-pandemic levels, and indeed above any other grocery retail channel in the country. Despite increasing competition from convenience stores, operators of supermarkets continued to capture consumers' attention by focusing on a limited catalogue of staples and strong curation of private label to attract consumers away fr...

Euromonitor International's Supermarkets in Chile report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Supermarkets 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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Supermarkets remains important grocery channel, with store numbers continuing to dynamically grow

Technologically-driven engagement not a focus for players

Independent and regional players continue to experience limited growth

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Lower prices via supermarkets set to increase in number to combat competition

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