

## Concentrates in Chile

Market Direction | 2023-12-14 | 29 pages | Euromonitor

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### Report description:

As Chilean families see an increase in their incomes and new products emerge in competing categories, concentrates, often regarded as a budget-friendly option, are generally losing popularity. Powder concentrates, the primary format in the category, was historically favoured by low- and mid-income Chileans when alternatives such as juice and carbonates were less accessible. Now, local consumers have a plethora of alternatives, ranging from flavoured bottled water to a variety of 100% juice in mu...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

### Why buy this report?

- \* Get a detailed picture of the Concentrates 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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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

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

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