

## **Alcoholic Drinks in Chile**

Market Direction | 2024-06-21 | 77 pages | Euromonitor

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### **Report description:**

In 2023, alcoholic drinks in Chile saw a second year of total volume decline. The industry was shaped by a complex interplay of economic factors and changing consumer preferences. In analysing these trends, it is essential to consider how economic constraints, such as inflation and liquidity issues, influenced consumer behaviour, and how these shifts affected different categories within the alcoholic drinks industry, including beer, wine, mocktails, and Ready-To-Drink beverages (RTDs).

Euromonitor International's Alcoholic 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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