

## **Health and Wellness in Chile**

Market Direction | 2024-08-30 | 69 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Health and Wellness 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Health and Wellness in Chile  
Euromonitor International  
August 2024

List Of Contents And Tables

HEALTH AND WELLNESS IN CHILE

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW HOT DRINKS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Interest in health and wellness hot drinks remains strong despite rising cost of living

Low fat and low sugar are the best performing health and wellness claims

Good source of minerals, good source of vitamins still the top claims in volume terms

PROSPECTS AND OPPORTUNITIES

Busier lifestyles will continue to broaden appeal of energy boosting hot drinks

Growing preference for naturally healthy hot drinks bodes well for fruit/herbal teas

Health and environmental concerns expected to buoy demand for organic products

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SOFT DRINKS IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Obesity concerns continue to buoy demand for soft drinks with sugar-related claims

Interest in products with advanced hydration and energising functionality increases

Natural and organic options profit from fears about harmful effects of artificial additives

PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Probiotic expected to be the most dynamic claim in volume and value growth terms

Growing focus on preventive health measures will favour immune support products

Interest in soft drinks with brain health and memory claims set to rise

#### CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

#### HW SNACKS IN CHILE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

High inflation continues to pose challenges but demand remains resilient overall

Lactose free still the leading health and wellness claim in snacks

Chileans continue to show strong interest in gluten free snacks

##### PROSPECTS AND OPPORTUNITIES

Demand for snacks with sugar- and fat-related claims set to remain robust

Health and ethical concerns will broaden appeal of vegan and plant-based snacks

Interest in keto snacks expected to rise steadily

#### CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

#### HW DAIRY PRODUCTS AND ALTERNATIVES IN CHILE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Lactose free remains the leading health and wellness claim by a wide margin

Plant-based is the fastest growing claim in volume and current value terms

High fibre dairy products and alternatives continue to gain popularity

##### PROSPECTS AND OPPORTUNITIES

Obesity concerns will continue to strengthen interest in sugar- and fat-related claims

Growing focus on immune and digestive health bodes well for probiotic products

Demand for vegan dairy products and alternatives set to remain buoyant

#### CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

## HW COOKING INGREDIENTS AND MEALS IN CHILE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for health and wellness products remains robust despite inflationary challenges

Vegetarian still the leading health and wellness claim in value sales terms

Consumers show growing interest in high protein options

### PROSPECTS AND OPPORTUNITIES

Rising health-consciousness will continue to boost overall demand

Dairy free projected to be the fastest developing health and wellness claim

Interest in vegan, vegetarian and plant-based products set to rise

### CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## HW STAPLE FOODS IN CHILE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising health-consciousness cushions negative impact of stubbornly high inflation

Lactose free remains the leading health and wellness claim in staple foods

Products with fat- and sugar-related claims continue to win over Chileans

### PROSPECTS AND OPPORTUNITIES

Keto expected to be the most dynamic health and wellness claim in staple foods

Consumption of vegan and plant-based staple foods set to continue rising

Growing adoption of preventive dietary habits bodes well for several claims

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Health and Wellness in Chile

Market Direction | 2024-08-30 | 69 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com