

HW Hot Drinks in Chile

Market Direction | 2024-08-30 | 16 pages | Euromonitor

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Report description:

Because they typically command a premium as compared to standard alternatives, health and wellness hot drinks in Chile continued to face difficult trading conditions in 2023 amidst stubbornly high inflation linked to the global recovery from the pandemic and Russia's invasion of Ukraine. With upward pressure on unit prices persisting and most consumers inclined to exercise greater caution in their spending habits, several of the main categories registered downturns or contractions in retail volume...

Euromonitor International's HW Hot 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 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 Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot 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.

Table of Contents:

HW Hot Drinks in Chile
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List Of Contents And Tables

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

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

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