

Chile Soft Drinks Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 106 pages | EMR Inc.

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Report description:

The Chile soft drinks market reached approximately USD 1.73 Billion in 2024. The market is projected to grow at a CAGR of 3.70% between 2025 and 2034, reaching a value of around USD 2.49 Billion by 2034.

Chile Soft Drinks Market Growth

The increased shift towards healthy soft drinks, rising efforts to target Gen-Z and new product offerings are some of the major factors boosting the market growth. Consumers in the country are now looking for soft drinks which contain ingredients such as probiotics and dietary fibres and can offer some health benefits along with providing hydration. Moreover, a large per cent of consumers prefer low or no-sugar drinks compared to sugar ones, due to the additives and sugar which can have a negative impact on health.

Manufacturers are appealing to Gen-Z consumers by the introduction of soft drinks with unique flavours and properties. For instance, some companies are offering spicy and savoury flavours such as ginger and turmeric to stand out from their competitors and offer a novel beverage experience. Meanwhile, some energy drink providers are leveraging social media platforms for the promotion of their products to reach a large segment of Gen Z consumers.

The rising incorporation of sustainable packaging solutions in soft drinks is a prominent trend influencing the market. Soft drink providers are investing in recyclable or biodegradable packaging solutions to reduce plastic waste, lower their carbon footprint, and boost the brand popularity among eco-conscious consumers. Personalisation is also an emerging trend in the Chilean market through which some companies are offering the provision of customised soft drinks to consumers based on their dietary preferences. This is a very niche segment which heavily relies on consumer loyalty and trust in the brand.

Chile Soft Drinks Industry Segmentation

"Chile Soft Drinks Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following

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segments:

Market Breakup by Product:

- Carbonated
- Non-Carbonated
- Energy and Sports Drinks

Market Breakup by Type:

- Low/No Calorie
- Regular

Market Breakup by Packaging:

- Metal Cans
- Plastic Bottles
- Glass Bottles
- Board Carton and Boxes
- Others

Market Breakup by Distribution Channel:

- Hypermarkets/Supermarkets
- Convenience Stores
- HoReCa
- Online Channel
- Others

Chile Soft Drinks Market Share

Hypermarkets and supermarkets represent a significant segment in the market. Customers can choose from a variety of beverages at these retail establishments, such as fruit juices, bottled water, and carbonated and non-carbonated soft drinks. The wide range of products offered is one of the main benefits of purchasing soft drinks at supermarkets and hypermarkets. These stores give customers the option of in-person product inspection while also boosting market revenue.

Customers are increasingly favoring mobile apps and online shopping portals because of their ease of use and convenience, which is likely to drive significant growth in the online segment. Soft drink selections offered by grocery delivery services-both retailer-owned and third-party-have increased, giving customers the choice to have their preferred drinks delivered right to their door.

Leading Companies in Chile Soft Drinks Market

The market players are introducing sustainable packaging solutions to meet the evolving regulatory landscape.

- The Coca-Cola Company

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- Monster Beverage Corporation

- Red Bull GmbH

- CCU SA

- PepsiCo, Inc.

- Others

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