



Euromonitor
International

Beer in Chile

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- On-trade's performance negatively impacts overall beer sales
- Local player retains dominance of beer covering wide price range
- Specialists continue to drive sales, while supermarkets is a convenient channel

PROSPECTS AND OPPORTUNITIES

- Positive outlook for economy likely to drive up beer sales
- Malt-based RTDs could introduce younger adults to beer
- Larger cans to remain popular format due to cost ratio benefits

CATEGORY BACKGROUND

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Alcoholic Drinks in Chile - Industry Overview

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- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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Contraband/parallel trade

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DISCLAIMER

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