



Euromonitor
International

Bottled Water in Chile

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Bottled Water in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water continues to lure consumers away from competitor categories

INDUSTRY PERFORMANCE

Healthier positioning and pricing advantage boost bottled water's appeal

Sparkling flavoured bottled water sees expanded offer and consumption

WHAT'S NEXT?

Bulk buying to gain traction driven by affordability and convenience

Growing penetration of water purifiers may hamper the growth potential of bottled water

Rising consumer sophistication around bottled water

COMPETITIVE LANDSCAPE

Aguas CCU - Nestlé Chile is a strong and innovative leader in bottled water

Distribución & Servicios D&S gains by strengthening its private label offer

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Small local grocers lead an increasingly competitive distribution landscape

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INDUSTRY PERFORMANCE

Price rises and a shift to healthier options boost total value sales growth

Pursuit of healthier lifestyles accelerates with knock-on effects for soft drinks

Climate change impacts juice in Chile

WHAT'S NEXT?

Economic improvements to free up consumer spending on soft drinks

Wellness and functionality to add significant value sales growth potential to soft drinks

Better for you trend to accelerate

COMPETITIVE LANDSCAPE

Coca-Cola de Chile leverages leadership of the key category to stay ahead of the field

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