



Health and Wellness in Chile

January 2026

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EXECUTIVE SUMMARY

Players responding to the increasing demand for healthier food and beverages

INDUSTRY PERFORMANCE

Increasing health awareness and rising obesity levels dictating market trends
Interest in plant-based diets on the rise

WHAT'S NEXT

Consumers demand more for their money as health and ethical considerations develop

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HW Hot Drinks in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers making healthier choices when it comes to their choice of hot drinks

INDUSTRY PERFORMANCE

Interest in healthier hot drinks grows despite a lack of innovation in 2024
Vegan and vegetarian claims an easy way to add value
Natural claims add value to hot drinks

WHAT'S NEXT

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HW Soft Drinks in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health concerns push consumers to make healthier choices

INDUSTRY PERFORMANCE

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Rising obesity concerns pushing consumers to reduce their sugar intake
Functional claims attracting growing interest

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Increasing awareness around lactose intolerance informs purchasing decisions

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HW Staple Foods in Chile

KEY DATA FINDINGS

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