



Euromonitor
International

Energy Drinks in Chile

November 2025

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Energy Drinks in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks expands consumer and distribution reach

INDUSTRY PERFORMANCE

Energy drinks consumption continues to grow fast in Chile

Growing awareness of the health risks of high sugar intake spurs interest in reduced sugar variants

WHAT'S NEXT?

Enriched energy drinks may spike sales

Mixology trend to support stronger on-trade consumption of energy drinks

Focus on lower-income consumers to bring channel shifts

COMPETITIVE LANDSCAPE

Score benefits from strong investment to lead off-trade volume sales

Strong marketing strategy pays dividends for Monster Energy

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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

Bless is a disruptive, fast-growing brand in juice

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