



Sweet Spreads in Chile

November 2025

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Sweet Spreads in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads growth driven by honey

INDUSTRY PERFORMANCE

Honey drives growth in sweet spreads

Chocolate spreads makes slight recovery in 2025

WHAT NEXT?

Honey will remain the key growth driver in sweet spreads

Demand for chemical-free sweet spreads drives innovation

Premium and artisanal sweet spreads gain popularity

COMPETITIVE LANDSCAPE

Watt's SA leads in jams and preserves with strong heritage

Colmenares Villa Alemana capitalises on rising demand for honey

CHANNELS

Convenience and variety drives popularity of supermarket channel

Small local grocers gain traction in sweet spreads

CATEGORY DATA

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Cooking Ingredients and Meals in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer caution and supply issues lead to slower growth

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INDUSTRY PERFORMANCE

Disruptions to raw material supply weigh on category performance

Economic constraints weigh on consumer spending patterns

Urban consumers are prioritising health and convenience, but taste remains important

WHAT'S NEXT?

Broad health trend will fuel product innovations

Value-based spending patterns will prevail

Convenience blended with affordability offers tangible benefits to shoppers

COMPETITIVE LANDSCAPE

Domestic player Watt's SA is leading manufacturer in cooking ingredients and meals

Gallina Blanca SA asserts dominant position in liquid stocks and fonds

CHANNELS

Modern grocery retailers dominate distribution led by supermarkets

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