



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Chile

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable products appeal to price-conscious consumers

INDUSTRY PERFORMANCE

Consumer caution shapes processed meat, seafood and alternatives to meat amid slowdown

Growing interest in meat and seafood substitutes

WHAT'S NEXT?

Processed meat and seafood set for moderate growth, while plant-based products expand strongly

Meat and seafood substitutes positioned for growth as consumers seek nutrition

From energy to water stewardship processed meat reinvents its future

COMPETITIVE LANDSCAPE

Strategic leadership transition supports PFalimentos' market dominance

Minuto Verde sees strong growth

CHANNELS

Convenience and variety support supermarkets' lead

Further expansion of e-commerce

CATEGORY DATA

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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Chile - Industry Overview

EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

Tucapel expanding strongly

CHANNELS

Supermarkets is the leading channel for staple foods

Neighbourhood bakeries remain important

Performance of traditional channels varies across categories

Ongoing expansion of e-commerce

MARKET DATA

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