



Euromonitor
International

HW Hot Drinks in Chile

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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

- Hot drinks producers expected to lean into health and wellness claims to add value
- High prices could limit the growth of vegan and vegetarian hot drinks
- Natural claims becoming increasingly important to health conscious shoppers

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
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Health and Wellness in Chile - Industry Overview

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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