



Euromonitor
International

HW Soft Drinks in Chile

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health concerns push consumers to make healthier choices

INDUSTRY PERFORMANCE

- Consumers remain willing to pay more for added health and wellness claims
- Rising obesity concerns pushing consumers to reduce their sugar intake
- Functional claims attracting growing interest

WHAT'S NEXT

- Economic pressures could limit the expansion of health and wellness soft drinks
- Manufacturers will need to balance demand for natural sweeteners with cost pressures
- Functional claims expected to expand beyond energy boosting and hydration

CATEGORY DATA

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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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