



HW Dairy Products and Alternatives in Chile

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness causes consumers to question their purchasing decisions

INDUSTRY PERFORMANCE

- Rising rates of obesity and diabetes pushing consumers to make healthier choices
- Digestive health issues driving innovation in cow's milk
- Ghee benefits from the growing focus on natural products

WHAT'S NEXT

- Mounting pressure to adopt healthier lifestyles as obesity rates soar in Chile
- Lactose free claims set to benefit from investment from leading dairy companies
- Natural claims offer strong growth potential with yoghurt in the spotlight

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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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