

Beer in Chile

June 2023

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2022 DEVELOPMENTS

Promotional efforts help imported premium lager stand out in a category struggling due to worsening economic outlook

Supply chain issues and inflation lead to significant price increases

Search for flavours and lower alcohol content drive growth of flavoured/mixed lager

PROSPECTS AND OPPORTUNITIES

Brand-owned craft stores could be key to maintaining premiumisation trend

Non-alcoholic beer will maintain steady growth by attracting younger adults and those wanting to abstain from alcohol

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