

HW Soft Drinks in Chile

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite increasing concern for health and sugar content, low and no sugar soft drinks only achieve low growth in 2022

With a high rate of lactose intolerance in the country, lactose free leads health and wellness soft drinks in 2022

No allergens records growth within health and wellness soft drinks due to intolerances

PROSPECTS AND OPPORTUNITIES

Mental health will become a relevant health and wellness attribute in soft drinks

Energy boosting the most promising in health and wellness soft drinks to 2027 as consumers return to busier lives post-pandemic

As consumers look to maintain their health and boost their metabolism, good source of antioxidants is set to rise in significance over the forecast period

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Chile - Industry Overview

EXECUTIVE SUMMARY

Overview

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