

Consumer Health in Chile

September 2023

Table of Contents

Consumer Health in Chile

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Acetaminophen maintains dominance as the preferred analgesic in Chile

Rising demand for analgesics amid heightened prevalence of respiratory viruses in Chile

The decline of aspirin in Chile: A shift in consumer preferences and potential market extinction

PROSPECTS AND OPPORTUNITIES

The rising appeal of generic analgesics in Chile's inflationary environment

Exploring the demand for holistic analgesics in Chile

CBD as an alternative solution for pain management

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2018-2023

Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Sleep Aids in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

The healthy growth of sleep aids as stress and anxiety remain strong drivers

Mental health and sleep: Anxiety, stress, and depression cases on the rise

Laboratorio Esp Med Knop maintains dominance of sleep aids with Melipass

PROSPECTS AND OPPORTUNITIES

Illegal medication sales could represent a threat to growth of sleep aids

Pharmacy giants embrace digital: Exploring the omnichannel approach to sleep aid sales in Chile

The future of sleep health: Specialisation and herbal supplements

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2018-2023

Table 19 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 22 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

Cough, Cold and Allergy (Hay Fever) Remedies in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surge in respiratory virus cases spurs demand for cough, cold, and allergy (hay fever) remedies Chile

Respiratory outbreak and medication shortages hit Chile in 2023

Laboratorio Maver dominates combination products - cough, cold, and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

The role of antihistamines in preventive care in Chile

Embracing nature's pharmacy: The growing trend of herbal remedies for cold and allergy management

Major pharmacies to further embrace aggressive discounts for cough and cold remedies

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy value growth for dermatologicals in 2023

Self-care practices shape dermatologicals in Chile

Voluntary product withdrawal: Laboratorio Chile's Launol disrupts antiparasitics/lice (head and body) treatments

PROSPECTS AND OPPORTUNITIES

Hair loss treatments to regain volume growth momentum
Convenience and savings: Growing importance of e-commerce for dermatologicals
Sports and skin wellness meet demand with specialised antifungals

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2018-2023
Table 31 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 32 - NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 33 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 35 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowing growth for digestive remedies in Chile, no longer considered a priority for consumers in 2023
Chileans' focus on wellness and active lifestyles promotes healthier digestion
From pandemic to holidays: Motion sickness remedies remain popular in Chile

PROSPECTS AND OPPORTUNITIES

The growing appeal of digestive enzymes in Chile
The cultural connection: Antacid demand to remain stable
Expansion of interest in probiotics may pose competition

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 39 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Eye Care in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to in-person work slows volume sales of eye care in Chile
Preventive allergy treatment boosts sales of allergy eye care
Systane is trusted brand of eye care for Chilean consumers

PROSPECTS AND OPPORTUNITIES

Climate change to intensify allergy season
Eye care in the face of inflation
Herbal approaches to eye care continue to gain popularity

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2018-2023
Table 44 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 45 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 46 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 47 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

NRT Smoking Cessation Aids in Chile

2023 DEVELOPMENTS

Wound Care in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Stable yet evolving demand for wound care in Chile
- Demand for wound care supported by rising diabetes cases in Chile
- Nexcare retains dominance due to trust in its effectiveness among consumers

PROSPECTS AND OPPORTUNITIES

- Aggressive pricing and promotions to boost volume sales of wound care
- Personalisation and engagement: Leveraging online platforms in wound care marketing
- Accelerating wound healing: A look at advanced products and therapies

CATEGORY DATA

Table 49 - Sales of Wound Care by Category: Value 2018-2023

Table 50 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 52 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 53 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 54 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Sports Nutrition in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- The rise of health-conscious consumers benefits sports nutrition in Chile
- From gym enthusiasts to busy professionals: How sports protein products address modern nutritional needs
- E-commerce gains relevance as distribution channel for sports nutrition

PROSPECTS AND OPPORTUNITIES

- Ingredients, dosage, and expertise are key factors driving local sports nutrition
- Building brand loyalty in Chile's digital sports nutrition space
- Plant-powered fitness: The surge of non-animal proteins in Chile

CATEGORY DATA

Table 55 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 56 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 57 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 58 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 59 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 60 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Dietary Supplements in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

The rise of informed choices: Growing interest in specific dietary supplements
Magnesium gains popularity due to influence of TikTok in Chile
Share gain for MedCell and Laboratorios Andr  maco amid Herbalife's restructuring year

PROSPECTS AND OPPORTUNITIES

Unleashing the power of probiotic supplements for optimal wellbeing
The ongoing popularity of collagen driven by "beauty from within" trend
Reshaping the distribution landscape of dietary supplements

CATEGORY DATA

Table 61 - Sales of Dietary Supplements by Category: Value 2018-2023
Table 62 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
Table 63 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
Table 64 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
Table 65 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
Table 66 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
Table 67 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Revitalising vitamins in Chile: A resurgence in demand
The growing popularity of targeted vitamin supplementation in Chile
Vitamins remains fairly consolidated competitive landscape, led by consumer health powerhouses

PROSPECTS AND OPPORTUNITIES

From stress relief to mental wellness: The allure of vitamin B in Chile
Educated consumers to continue driving demand for vitamins
The importance of vitamins for a thriving plant-based lifestyle in Chile

CATEGORY DATA

Table 68 - Sales of Vitamins by Category: Value 2018-2023
Table 69 - Sales of Vitamins by Category: % Value Growth 2018-2023
Table 70 - Sales of Multivitamins by Positioning: % Value 2018-2023
Table 71 - NBO Company Shares of Vitamins: % Value 2019-2023
Table 72 - LBN Brand Shares of Vitamins: % Value 2020-2023
Table 73 - Forecast Sales of Vitamins by Category: Value 2023-2028
Table 74 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation for weight management and wellbeing in 2023
Ozempic misuse cannibalises sales of weight loss supplements
Abbott Laboratories retains weight management leadership in 2023

PROSPECTS AND OPPORTUNITIES

The surging popularity of fat burners in Chile
The shift in weight management towards comprehensive health and ingredient quality

Digital engagement in weight management is key to brand positioning in Chile

CATEGORY DATA

Table 75 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 76 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 77 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 78 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 79 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 80 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Embracing nature's remedies: The surging demand for herbal/traditional cough, cold and allergy (hay fever) remedies in Chile

Chileans prioritise preventive health during uncertain times

Diverse product offerings in local herbal/traditional space

PROSPECTS AND OPPORTUNITIES

Chile's growing appetite for natural ingredients and herbal remedies

Leveraging an online presence for stronger brand positioning

The effect of self-medication and preventive medicine in the herbal/traditional space

CATEGORY DATA

Table 81 - Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 82 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 83 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 84 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 85 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 86 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Paediatric Consumer Health in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Respiratory syncytial virus outbreak impacts availability of paediatric consumer health products

Improving demand for paediatric vitamins and dietary supplements as empowered parents look to bolster children's immune systems

Bayer maintains leadership of paediatric consumer health in Chile despite share loss

PROSPECTS AND OPPORTUNITIES

Stockpiling to continue impacting availability of paediatric consumer health

Focus on research and development to maintain a relevant factor driving sales

Demographic shifts and paediatric health in Chile

CATEGORY DATA

Table 87 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 88 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 89 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 90 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 91 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 92 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-chile/report.