



RTD Tea in Chile

November 2025

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RTD Tea in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea continues to perform strongly in Chile amidst wellness and climate trends

INDUSTRY PERFORMANCE

RTD tea develops in new, healthier directions

Rise of specialist tea shops widens consumption occasions

WHAT'S NEXT?

Reduced sugar to gain ground on regular in still RTD tea

Kombucha to leverage a functional and healthy profile to remain on a fast upward sales trajectory

Expansion of specialist coffee and tea shops to boost product awareness and positioning

COMPETITIVE LANDSCAPE

Lipton enjoys wide distribution and high brand recognition

Ghali expands its presence and leverages the kombucha trend to register fast growth

CHANNELS

Supermarkets push RTD tea with wide ranges and price promotions

RTD tea players tap into fast-emerging e-commerce

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Soft Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

The challenging economic situation continues to exert a strong influence on performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price rises and a shift to healthier options boost total value sales growth

Pursuit of healthier lifestyles accelerates with knock-on effects for soft drinks

Climate change impacts juice in Chile

WHAT'S NEXT?

Economic improvements to free up consumer spending on soft drinks

Wellness and functionality to add significant value sales growth potential to soft drinks
Better for you trend to accelerate

COMPETITIVE LANDSCAPE

Coca-Cola de Chile leverages leadership of the key category to stay ahead of the field
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