



**Euromonitor
International**

Beer in Chile

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Premium Lager Gains Ground Amidst Market Polarisation

Nolo Innovation Appeals to Health-Focused Young Adults

Chart 2 - Mahina Offers Local Flavours for Nolo Consumers

Digital Discount Events Boost Retail E-Commerce in Beer

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Nolo Trend and Flavoured/Mixed Lager to Drive Development and Growth

Chart 5 - Analyst Insight for Beer

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cía Cervecerías Unidas Dominates as Cervecería Chile Gains with Aggressive Pricing and a Premium Focus

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Botillerías Retain Leadership as Supermarkets Gain Ground with Aggressive Promotions

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beer

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beer

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Traditional Categories Struggle Amid Economic Uncertainty and a Changing Alcoholic Drinks Landscape

Nolo Revolution Adds Dynamism to the Offer

Chart 17 - Nolo Innovation Shapes the Market

Rtd Reinvention and Flavour Experiments Provide Growth Pockets for Alcoholic Drinks

Chart 18 - Volume Sales 2020-2030

Chart 19 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Embrace Sweet and Lower-Strength Drinks, Driving Volume Gains

Chart 20 - Analyst Insight for Alcoholic Drinks

Mixology and Home Cocktail Trends Reshape Consumer Occasions

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cía Cervecerías Unidas and Rivals Pursue Innovation

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Botillerías Leverage Proximity and Promotions to Maintain Strength

E-Commerce Expands through Strategic Partnerships

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Players Capture New Drinkers with Sweet Wine Innovation

Chart 25 - Sweet Sparkling Wines Enjoy Success

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/beer-in-chile/report.