

# **Bottled Water in Chile**

December 2023

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## Bottled Water in Chile - Category analysis

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#### 2023 DEVELOPMENTS

Slower price increases and health trends drive performance of bottled water Climate change is another factor pushing demand for bottled water in Chile

Children and female consumers push demand for flavoured bottled water

## PROSPECTS AND OPPORTUNITIES

Motivated by health trends, major juice and concentrates brands are set to ramp up efforts in flavoured bottled water

Competition within on-trade channel will be tighter than off-trade

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