



**Euromonitor
International**

Concentrates in Chile

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability sustains a demand for concentrates

INDUSTRY PERFORMANCE

Powder concentrates offer a range of options and affordability to lead the category

Nutritional offerings raise the profile of sports drinks powders

WHAT'S NEXT?

Stagnation is anticipated for concentrates in the forecast period

Emerging functionality-driven options offer growth potential

The demand for vegetable-based options is set to remain weak in Chile

COMPETITIVE LANDSCAPE

Tresmontes Lucchetti leads with a strong range and new product development

The leading player is the most dynamic

CHANNELS

Large modern grocery retailers leverage scale and negotiation advantages

Concentrates follows a similar online path to other soft drinks

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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

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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CHANNELS

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