

# Health and Wellness in Chile

November 2023

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## DISCLAIMER

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Increasing prices do not drive consumers away from healthier hot drinks

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Good source of minerals records positive growth within health and wellness hot drinks as consumers seek to boost their metabolism

### PROSPECTS AND OPPORTUNITIES

Natural lifestyle associated with positive health effects could boost certain health and wellness hot drinks categories

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With a high rate of lactose intolerance in the country, lactose free leads health and wellness soft drinks in 2022

No allergens records growth within health and wellness soft drinks due to intolerances

### PROSPECTS AND OPPORTUNITIES

Mental health will become a relevant health and wellness attribute in soft drinks

Energy boosting the most promising in health and wellness soft drinks to 2027 as consumers return to busier lives post-pandemic

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High fibre records growth as consumers look to improve their digestion and general health

#### PROSPECTS AND OPPORTUNITIES

High inflation will pressure consumers to prioritise, and strengthen the competition between claims

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With a widening consumer group, gluten free holds first place within health and wellness staple foods in 2022

Plant-based on the increase within health and wellness staple foods as more consumers limit consumption of animal products

#### PROSPECTS AND OPPORTUNITIES

Players will have to keep prices of health and wellness variants as near to those of standard products as possible if they want to attract consumers

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