



**Euromonitor
International**

Discounters in Chile

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Super10 and Mass See Rapid Gains as Value Focus Intensifies

Chart 2 - Mass Accelerates International Expansion

Bodega Aculenta Widens Reach by Unlocking Employee Benefit Spending

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Mass to Accelerate Store Rollout, Forcing Rivals to Innovate

Discounters Target Local Needs as Competition Intensifies

E-Commerce Limitations Prompt Renewed Focus on Omnichannel Investment

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 5 - Analyst Insight for Discounters

Bodega Aculenta Expands Reach as Mass Intensifies Rivalry

Chart 6 - Bodega Aculenta Joins Edenred

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Walmart Accelerates Store Openings to Reinforce Leadership

Chart 16 - Walmart Invests in Expansion Plans

Supermarkets Maintain Lead as Discounters Benefit From Price Focus

Pricesmart Set to Disrupt the Market with Bulk Purchasing Model and Brand Appeal

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Set to Benefit From Competitive Pricing and Expansion

Ai-Powered Personalisation and Omnichannel Experiences Redefine Loyalty

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Walmart and Cencosud Leverage Omnichannel Reach to Reinforce Leadership

Chart 21 - Analyst Insight for Retail

Experiential Retail Meets Fitness at Decathlon Chile

Chart 22 - Decathlon Launches Fitness Concept Store

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas and New Year

Back to School

Independence Day

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

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/discounters-in-chile/report.