Euromonitor International

Edible Oils in Chile

November 2025

Table of Contents

Edible Oils in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Edible oils impacted by cautious spending

INDUSTRY PERFORMANCE

Price increases underpin value growth in olive oil
Sticky inflation places strong focus on affordability

WHAT'S NEXT?

Moderate recovery ahead for Chile's edible oils market as prices stabilise
Olive oil gains ground as Chilean consumers prioritise health and natural products
Private label to expand share with diverse edible oil offerings

COMPETITIVE LANDSCAPE

Competitive pricing and modern facilities cements Watt's position in edible oils landscape
Emerging brand Huasco achieves strong performance

CHANNELS

Supermarkets lead distribution of edible oils
Small local grocers witness a rebound in share

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025
Table 2 - Sales of Edible Oils by Category: Value 2020-2025
Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer caution and supply issues lead to slower growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Disruptions to raw material supply weigh on category performance
Economic constraints weigh on consumer spending patterns
Urban consumers are prioritising health and convenience, but taste remains important

WHAT'S NEXT?

Broad health trend will fuel product innovations
Value-based spending patterns will prevail
Convenience blended with affordability offers tangible benefits to shoppers

COMPETITIVE LANDSCAPE

Domestic player Watt's SA is leading manufacturer in cooking ingredients and meals
Gallina Blanca SA asserts dominant position in liquid stocks and fonds

CHANNELS

Modern grocery retailers dominate distribution led by supermarkets
Small local grocers witness a rebound in value share

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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