

# Supermarkets in Chile

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Supermarkets remains important grocery channel, with store numbers continuing to dynamically grow  
Technologically-driven engagement not a focus for players  
Independent and regional players continue to experience limited growth

### PROSPECTS AND OPPORTUNITIES

Lower prices via supermarkets set to increase in number to combat competition  
Opening of outlets to remain an area of focus over the forecast period  
E-commerce to increasingly become part of omnichannel strategies

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Local consumers are searching for innovation  
What next for retail?

### OPERATING ENVIRONMENT

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