



Euromonitor
International

Dairy Products and Alternatives in Chile

August 2025

Table of Contents

Dairy Products and Alternatives in Chile

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baby food suffers in line with declining birth rate

Nestlé maintains overall leadership in 2025

Health and beauty specialists as primary channel for baby food distribution

PROSPECTS AND OPPORTUNITIES

Persistent struggles forecast as birth rate is set to continue falling

Special baby milk formula offers opportunities for growth

Rising breastfeeding awareness means players must focus on building customer loyalty

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

Butter and Spreads in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking trend boosts butter and spreads in 2025

Watt's leads overall butter and spreads thanks to broad portfolio of well-known brands

Supermarkets and hypermarkets are favoured channels for butter and spreads

PROSPECTS AND OPPORTUNITIES

Butter and spreads faces positive future in Chile

Innovation in margarine should push value sales growth

Ghee set to gain further ground during forecast period

CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025

Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025

Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025

Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025

Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025

Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025

Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030

Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030

Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Cheese in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cheese continues to rise in Chile in 2025

Cooperativa Agrícola & Lechera maintains leadership through Colun brand

Major retail chains hold highest shares of distribution

PROSPECTS AND OPPORTUNITIES

Forecast period will see greater variety and supply, supporting strong growth for cheese

Spreadable cheese benefits from versatility

Offerings set to become more sophisticated

CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025

Table 33 - Sales of Cheese by Category: Value 2020-2025

Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025

Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025

Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025

Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025

Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025

Table 39 - NBO Company Shares of Cheese: % Value 2021-2025

Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025

Table 41 - Distribution of Cheese by Format: % Value 2020-2025

Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030

Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030

Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030

Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

Drinking Milk Products in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shelf stable milk drives overall sales of drinking milk

Colun leads brands in 2025, followed by Soprole

Supermarkets and hypermarkets lead distribution as convenience retailers continues to rise

PROSPECTS AND OPPORTUNITIES

Solid growth predicted for drinking milk products

Drinking milk continues to evolve in response to consumer demand

Shelf stable and flavoured milk players focus on sustainability

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

Yoghurt and Sour Milk Products in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Higher-value products push up value sales in 2025

Soprole leads overall yoghurt and sour milk products

Supermarkets and hypermarkets boast greatest variety and best prices

PROSPECTS AND OPPORTUNITIES

Further strong growth predicted thanks to increasing demand

Consumption expansion to prompt investment in innovation

Brands become more focused on social and environmental initiatives

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

Other Dairy in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking trends supports strong growth in other dairy in 2025

Nestlé leads overall, benefiting from broad portfolio

Major retail chains remain key to distribution

PROSPECTS AND OPPORTUNITIES

Strong growth predicted for other dairy in Chile

New launches include healthier variants and innovative ingredients

Rising importance of sustainability in packaging

CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

Plant-Based Dairy in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other plant-based milk boosts overall growth in 2025

Watt's leads as private label continues to rise

Specialist stores drive online sales for plant-based dairy in Chile

PROSPECTS AND OPPORTUNITIES

Further positive growth anticipated for forecast period

Environmental awareness promotes consumption of plant-based alternatives

New products set to expand plant-based offer, with strong contributions from smaller players

CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

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/dairy-products-and-alternatives-in-chile/report.