Euromonitor International

# Processed Meat, Seafood and Alternatives To Meat in Chile

November 2025

## Processed Meat, Seafood and Alternatives To Meat in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable products appeal to price-conscious consumers

INDUSTRY PERFORMANCE

Consumer caution shapes processed meat, seafood and alternatives to meat amid slowdown
Growing interest in meat and seafood substitutes

WHAT'S NEXT?

Processed meat and seafood set for moderate growth, while plant-based products expand strongly
Meat and seafood substitutes positioned for growth as consumers seek nutrition
From energy to water stewardship processed meat reinvents its future

COMPETITIVE LANDSCAPE

Strategic leadership transition supports PFalimentos' market dominance
Minuto Verde sees strong growth

CHANNELS

Convenience and variety support supermarkets' lead
Further expansion of e-commerce

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025
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## Staple Foods in Chile - Industry Overview

EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Responding to challenges posed during previous year
Ongoing uncertainty affecting consumer behaviour

WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products
Health and wellness and sustainability influencing demand across categories

COMPETITIVE LANDSCAPE

Strong demand for artisanal bread
Tucapel expanding strongly

CHANNELS

Supermarkets is the leading channel for staple foods
Neighbourhood bakeries remain important
Performance of traditional channels varies across categories
Ongoing expansion of e-commerce

MARKET DATA

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