



Spirits in Chile

June 2022

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Spirits in Chile - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Extra cash influx drives up sales of spirits to record levels

Premiumisation is a relevant trend in spirits

Stock breaks and supply chain issues hinder stronger sales

PROSPECTS AND OPPORTUNITIES

Channel shifts, reduced home seclusion and trading down will play important roles over forecast period

Gin and bitters expected to continue expanding, driven by mixology trend in Chile

Greater education of consumers leads to new growth opportunities

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