

Chile Retail Report Q3 2016

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Abstracts

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BMI View: Chile has a highly developed retail market, with some segments already saturated, particularly in urban areas. The country has long been known for a stable and welcoming business environment, and thus a number of international retailers already operate in the market. As incomes rise and consumer spending increases, particularly on aspirational items, we see increasing opportunities for retailers to target the growing luxury and niche retail markets. However, in the long term, opportunities will be limited by the small size of the country's population, at only around 18mn in 2016.

Key Views And Developments

Household retail spending is set to grow by 5.7% in 2016, before averaging 11.3% a year over the rest of our forecast period to 2020.

Food and non-alcoholic drinks will continue to account for a significant share of household retail spending, at 15.8% in 2016, falling to 15.6% by 2020. However, the 'personal, insurance and other' category will from 2016 be the largest in the Chilean spending portfolio, accounting for 16.2% in 2016, rising to 17.2% by 2020. Housing and utilities and transport are also significant spending categories.

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