

# Dairy in Chile

<https://marketpublishers.com/r/D3FAE76BD0AEN.html>

Date: November 2010

Pages: 86

Price: US\$ 900.00 (Single User License)

ID: D3FAE76BD0AEN

## Abstracts

Despite attempts to innovate and introduce new products, Chileans tastes in cheese remained rather traditional, especially in hard cheeses. The category has seen attempts to innovate and introduce a wider variety of products, but nearly 90% of hard cheese sales were concentrated in mild yellow varieties such as mantecoso, chanco and Gouda. According to industry sources most hard cheese is consumed with bread at breakfast or tea time, or used to make empanadas. Consequently it is viewed as...

Euromonitor International's Cheese in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Cheese market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Dairy in Chile  
Euromonitor International  
November 2010

### LIST OF CONTENTS AND TABLES

Executive Summary  
Growth Picks Up Over 2009  
Premium Products Gain Ground  
Chileans Continue To Show Preference for Artisanal Foods  
Supermarkets/hypermarkets Maintains Lead  
Value-added Products Are the Way Ahead  
Key Trends and Developments  
Salt Content of Packaged Food Comes Under Scrutiny  
Supermarkets See Gourmet Food and Drink As A Way To Drive Sales  
Light Foods Growing, Could See Stricter Future Regulation  
Discounters Gain A Presence  
Ethnic Food Continues To Gain Popularity  
Market Data  
Table 1 Sales of Packaged Food by Category: Volume 2005-2010  
Table 2 Sales of Packaged Food by Category: Value 2005-2010  
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010  
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010  
Table 5 GBO Shares of Packaged Food 2005-2009  
Table 6 NBO Shares of Packaged Food 2005-2009  
Table 7 NBO Brand Shares of Packaged Food 2006-2009  
Table 8 Penetration of Private Label by Category 2005-2009  
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010  
Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis  
2010  
Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015  
Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015  
Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth  
2010-2015  
Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015  
Foodservice - Key Trends and Developments  
Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015  
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 40 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 41 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 42 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 43 Company Shares of Nutrition/Staples 2005-2009

Table 44 Brand Shares of Nutrition/Staples 2006-2009

Table 45 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 46 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 47 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 48 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015  
Definitions

Summary 1 Research Sources

Agrícola Super Ltda

Strategic Direction

Key Facts

Summary 2 Agrícola Super Ltda: Key Facts

Summary 3 Agrícola Super Ltda: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Agrícola Super Ltda: Competitive Position 2009

Bredenmaster Chile SA

Strategic Direction

Key Facts

Summary 5 Bredenmaster Chile SA: Key Facts

Company Background

Production

Competitive Positioning

Cecinas San Jorge SA

Strategic Direction

Key Facts

Summary 6 Cecinas San Jorge SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 7 Cecinas San Jorge: Competitive Position 2009

Cooperativa Agrícola Y Lechera De La Union Ltda

Strategic Direction

Key Facts

Summary 8 Cooperativa Agrícola y Lechera La Unión Ltda: Key Facts

Summary 9 Cooperativa Agrícola y Lecher de La Unión Ltda: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 10 Cooperativa Agrícola y Lechera de la Unión Ltda: Competitive Position 2009

Empresas Carozzi SA

Strategic Direction

Key Facts

Summary 11 Empresas Carozzi SA: Key Facts

Summary 12 Empresas Carozzi SA: Operational Indicators

Company Background

Production

Summary 13 Empresas Carozzi SA: Production Statistics 2009

Competitive Positioning

Summary 14 Empresas Carozzi SA: Competitive Position 2009

Icb Foodservice SA

Strategic Direction

Key Facts

Summary 15 ICB Foodservice SA: Key Facts

Company Background

Production

Competitive Positioning

Industria De Alimentos Trendy Ltda

Strategic Direction

Key Facts

Summary 16 Industria de Alimentos Trendy SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 17 Industria de Alimentos Trendy: Competitive Position 2009

Soprole Foodservice SA

Strategic Direction

Key Facts

Summary 18 Soprole Foodservice SA: Key Facts

Company Background

Production

Competitive Positioning

Tresmontes Lucchetti SA

Strategic Direction

Key Facts

Summary 19 Tresmontes Lucchetti SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 20 Tresmontes Lucchetti SA: Competitive Position 2009

Watt's SA

Strategic Direction

Key Facts

Summary 21 Watt's SA: Key Facts

Summary 22 Watt's SA: Operational Indicators

Company Background

Production

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Cheese by Category: Volume 2005-2010

Table 50 Sales of Cheese by Category: Value 2005-2010

Table 51 Sales of Cheese by Category: % Volume Growth 2005-2010

Table 52 Sales of Cheese by Category: % Value Growth 2005-2010

Table 53 Spreadable Processed Cheese by Type: % Value Breakdown 2005-2010

Table 54 Cheese Company Shares 2005-2009

Table 55 Cheese Brand Shares 2006-2009

Table 56 Sales of Cheese by Distribution Format: % Analysis 2005-2010

Table 57 Forecast Sales of Cheese by Category: Volume 2010-2015

Table 58 Forecast Sales of Cheese by Category: Value 2010-2015

Table 59 Forecast Sales of Cheese by Category: % Volume Growth 2010-2015

Table 60 Forecast Sales of Cheese by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 61 Sales of Drinking Milk Products by Category: Volume 2005-2010

Table 62 Sales of Drinking Milk Products by Category: Value 2005-2010

Table 63 Sales of Drinking Milk Products by Category: % Volume Growth 2005-2010

Table 64 Sales of Drinking Milk Products by Category: % Value Growth 2005-2010

Table 65 Chilled Vs Ambient Flavoured Milk Drinks: % Volume Analysis 2007-2010

Table 66 Milk by Type: % Value Breakdown 2007-2010

Table 67 Drinking Milk Products Company Shares 2005-2009

Table 68 Drinking Milk Products Brand Shares 2006-2009

Table 69 Sales of Drinking Milk Products by Distribution Format: % Analysis

2005-2010

Table 70 Forecast Sales of Drinking Milk Products Products by Category: Volume 2010-2015

Table 71 Forecast Sales of Drinking Milk Products Products by Category: Value 2010-2015

Table 72 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2010-2015

Table 73 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects



## Category Data

Table 74 Sales of Yoghurt by Category: Volume 2005-2010

Table 75 Sales of Yoghurt by Category: Value 2005-2010

Table 76 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 77 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 78 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 79 Leading Flavours for Flavoured Spoonable Yoghurt 2005-2010

Table 80 Leading Flavours for Fruited Spoonable Yoghurt 2005-2010

Table 81 Yoghurt Company Shares 2005-2009

Table 82 Yoghurt Brand Shares 2006-2009

Table 83 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 84 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 85 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 86 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

## Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 87 Sales of Other Dairy Products by Category: Volume 2005-2010

Table 88 Sales of Other Dairy Products by Category: Value 2005-2010

Table 89 Sales of Other Dairy Products by Category: % Volume Growth 2005-2010

Table 90 Sales of Other Dairy Products by Category: % Value Growth 2005-2010

Table 91 Sales of Other Dairy Products by Distribution Format: % Analysis 2005-2010

Table 92 Forecast Sales of Other Dairy Products by Category: Volume 2010-2015

Table 93 Forecast Sales of Other Dairy Products by Category: Value 2010-2015

Table 94 Forecast Sales of Other Dairy Products by Category: % Volume Growth 2010-2015

Table 95 Forecast Sales of Other Dairy Products by Category: % Value Growth 2010-2015

## I would like to order

Product name: Dairy in Chile

Product link: <https://marketpublishers.com/r/D3FAE76BD0AEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D3FAE76BD0AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970