

# Health and Wellness in Chile

<https://marketpublishers.com/r/HC0BEABA9F4EN.html>

Date: November 2023

Pages: 62

Price: US\$ 2,100.00 (Single User License)

ID: HC0BEABA9F4EN

## Abstracts

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Chile report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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Increasing prices do not drive consumers away from healthier hot drinks  
In 2022, vegetarian leads health and wellness hot drinks as consumers turn to such products for health, animal welfare and environmental reasons  
Good source of minerals records positive growth within health and wellness hot drinks as consumers seek to boost their metabolism

#### PROSPECTS AND OPPORTUNITIES

Natural lifestyle associated with positive health effects could boost certain health and wellness hot drinks categories  
Vegan has the most promising forecast absolute growth in health and wellness hot drinks to 2027, as plant-based diets become increasingly popular  
Plant-based to be boosted by interest in specific diets and due to ethical reasons over the forecast period

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HW SOFT DRINKS IN CHILE

KEY DATA FINDINGS

## **2022 DEVELOPMENTS**

Despite increasing concern for health and sugar content, low and no sugar soft drinks only achieve low growth in 2022

With a high rate of lactose intolerance in the country, lactose free leads health and wellness soft drinks in 2022

No allergens records growth within health and wellness soft drinks due to intolerances  
**PROSPECTS AND OPPORTUNITIES**

Mental health will become a relevant health and wellness attribute in soft drinks

Energy boosting the most promising in health and wellness soft drinks to 2027 as consumers return to busier lives post-pandemic

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## **2022 DEVELOPMENTS**

Health and wellness snacks shows growth despite inflationary pressures

Lactose free holds first place within health and wellness snacks in 2022 as awareness of food intolerances rises

Plant-based records positive growth within health and wellness snacks due to growing popularity of vegetarianism and veganism

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to look for healthy snacks in a country with a high proportion of obese and overweight people

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#### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Wider offer of vegan cheese and higher competition as NotCo enters the space

With half the population claiming to be lactose-intolerant, lactose free leads health and wellness dairy products and alternatives in 2022

High fibre records growth as consumers look to improve their digestion and general health

#### PROSPECTS AND OPPORTUNITIES

High inflation will pressure consumers to prioritise, and strengthen the competition between claims

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As consumers look to improve various aspects of their health, high protein records growth in 2022

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#### HW STAPLE FOODS IN CHILE

#### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Consumers are expected to remain particularly price-conscious when looking for health and wellness products

With a widening consumer group, gluten free holds first place within health and wellness staple foods in 2022

Plant-based on the increase within health and wellness staple foods as more consumers limit consumption of animal products

#### PROSPECTS AND OPPORTUNITIES

Players will have to keep prices of health and wellness variants as near to those of standard products as possible if they want to attract consumers

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