

HW Staple Foods in Chile

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Abstracts

As the inflation rate increased in the country, consumers became increasingly indecisive at the point of purchase in 2022, and price tended to elevate in importance in the decision-making process. In fact, the National Institute of Statistics (INE in Spanish) stated that yearly inflation in 2022 reached 12.8%, which was the highest annualised rate for the country in the last 30 years. As a result, consumers tended to seek more affordable options, especially towards the end of the year. Faced wit...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

Why buy this report?

Get a detailed picture of the HW Staple Foods 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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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

Gluten free also likely to show the most promise during the forecast period, with the expectation of further product launches

Keto claim shows potential as more consumers set to try different diets for health and weight loss reasons

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HEALTH AND WELLNESS IN CHILE

EXECUTIVE SUMMARY

Overview

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