

Wine in Chile

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation slows down due to unstable economic scenario and increasing prices
Consumers increasingly take advantage of buy-two-get-one-free promotions due to price convenience
Casillero del Diablo launches a new line called Devil's Carnaval, aiming to capture younger adults

PROSPECTS AND OPPORTUNITIES

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Alcoholic Drinks in Chile - Industry Overview

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