

Health and Wellness in Chile

November 2023

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DISCLAIMER

HW Hot Drinks in Chile

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2022 DEVELOPMENTS

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

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

PROSPECTS AND OPPORTUNITIES

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

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PROSPECTS AND OPPORTUNITIES

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

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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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