

HW Hot Drinks in Chile

November 2023

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KEY DATA FINDINGS

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

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

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Chile - Industry Overview

EXECUTIVE SUMMARY

Overview

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