



Euromonitor  
International

# Health and Wellness in Chile

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## Health and Wellness in Chile

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Players responding to the increasing demand for healthier food and beverages

### INDUSTRY PERFORMANCE

Increasing health awareness and rising obesity levels dictating market trends

Interest in plant-based diets on the rise

### WHAT'S NEXT

Consumers demand more for their money as health and ethical considerations develop

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## HW Hot Drinks in Chile

### KEY DATA FINDINGS

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Consumers making healthier choices when it comes to their choice of hot drinks

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Vegan and vegetarian claims an easy way to add value

Natural claims add value to hot drinks

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## KEY DATA FINDINGS

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