



Euromonitor  
International

# Juice in Chile

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Juice encounters strong challenges

### INDUSTRY PERFORMANCE

Climatic impact on availability and prices

Consumers trade down to reconstituted 100% juice

### WHAT'S NEXT?

100% juice to gain momentum amidst improving economic conditions and a search for healthier options

Players to tap into inelastic juice demand areas as challenges persist

Sustainability to shape juice brand owners' presentations

### COMPETITIVE LANDSCAPE

Promarca consolidates lead with a wide range and investments

Jugos Bless gains momentum fast in juice

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Strong development in the online offer of juice

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[Soft Drinks in Chile - Industry Overview](#)

## EXECUTIVE SUMMARY

The challenging economic situation continues to exert a strong influence on performance

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Price rises and a shift to healthier options boost total value sales growth

Pursuit of healthier lifestyles accelerates with knock-on effects for soft drinks

Climate change impacts juice in Chile

### WHAT'S NEXT?

Economic improvements to free up consumer spending on soft drinks

Wellness and functionality to add significant value sales growth potential to soft drinks

Better for you trend to accelerate

## COMPETITIVE LANDSCAPE

Coca-Cola de Chile leverages leadership of the key category to stay ahead of the field

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