



# Energy Drinks in Chile

November 2025

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## Energy Drinks in Chile - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks expands consumer and distribution reach

#### INDUSTRY PERFORMANCE

Energy drinks consumption continues to grow fast in Chile

Growing awareness of the health risks of high sugar intake spurs interest in reduced sugar variants

#### WHAT'S NEXT?

Enriched energy drinks may spike sales

Mixology trend to support stronger on-trade consumption of energy drinks

Focus on lower-income consumers to bring channel shifts

#### COMPETITIVE LANDSCAPE

Score benefits from strong investment to lead off-trade volume sales

Strong marketing strategy pays dividends for Monster Energy

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Small local grocers dominate but cede ground to supermarkets

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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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