



Euromonitor
International

RTD Coffee in Chile

November 2025

Table of Contents

RTD Coffee in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee struggles to gain acceptance in Chile

INDUSTRY PERFORMANCE

RTD coffee's presence is narrow

Consumer taste preferences challenge the appeal of RTD coffee

WHAT'S NEXT?

RTD coffee may develop and grow but retain a niche profile

Flavour innovation and diverse content may capture a wider audience

Plant-based and functional products could help to build demand around younger generations

COMPETITIVE LANDSCAPE

Inter Asian Food offers the only significant brand

Short-lived presence for major brands' RTD coffees

CHANNELS

The distribution of RTD coffee remains limited

Functional positioning offers some visibility but widening distribution is crucial for category development

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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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

Bless is a disruptive, fast-growing brand in juice

CHANNELS

The competition intensifies in the distribution of soft drinks

Limitations remain for foodservice in soft drinks

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Chile

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SOURCES

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