



Processed Fruit and Vegetables in Chile

November 2025

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Processed Fruit and Vegetables in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience helps balance cost concerns

INDUSTRY PERFORMANCE

Declining volume sales

Growth in shelf stable vegetables

WHAT'S NEXT?

Retail chains lead the expansion of processed fruit and vegetable private labels

Frozen fruit becomes a key trend for younger consumers

Frutos del Maipo focusing on eco-friendly practices and responsible consumption

COMPETITIVE LANDSCAPE

Alimentos y Frutos retains lead

Frutos del Maipo looks to sustainable and transparent product lines

CHANNELS

Supermarkets is the leading channel

Ongoing shift to e-commerce

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Staple Foods in Chile - Industry Overview

EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

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INDUSTRY PERFORMANCE

Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

Tucapel expanding strongly

CHANNELS

Supermarkets is the leading channel for staple foods

Neighbourhood bakeries remain important

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