



Euromonitor
International

Cider/Perry in Chile

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Cider/Perry Rebounds Strongly From 2024 Decline

Regular Cider/Perry Dominates as Non Alcoholic Options Remain Absent

Rekorderlig'S Flavour Experiments Attract New Consumers and Expand Occasions

Chart 1 - Rekorderlig Invests in Flavour Experimentation

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Regular to Remain the Only Significant Category as Consumers Prefer Traditional Cider/Perry Offerings

Cosichi Drives Awareness and Creates Opportunities for Local Expertise

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rekorderlig Leverages Sweet Flavour Innovation, While 1888 Benefits From Strong Distribution and Brand Image

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Large Modern Grocery Retailers Dominate with Large Selections and Effective Promotions

E-Commerce Platforms Enjoy Growth in Number, Awareness and Popularity

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cider/Perry

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cider/Perry

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Traditional Categories Struggle Amid Economic Uncertainty and a Changing Alcoholic Drinks Landscape

Nolo Revolution Adds Dynamism to the Offer

Chart 15 - Nolo Innovation Shapes the Market

Rtd Reinvention and Flavour Experiments Provide Growth Pockets for Alcoholic Drinks

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Embrace Sweet and Lower-Strength Drinks, Driving Volume Gains

Chart 18 - Analyst Insight for Alcoholic Drinks

Mixology and Home Cocktail Trends Reshape Consumer Occasions

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cía Cervecerías Unidas and Rivals Pursue Innovation

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Botillerías Leverage Proximity and Promotions to Maintain Strength

E-Commerce Expands through Strategic Partnerships

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Players Capture New Drinkers with Sweet Wine Innovation

Chart 23 - Sweet Sparkling Wines Enjoy Success

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

ABOUT EUROMONITOR INTERNATIONAL

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-chile/report.