



Sweet Spreads in Chile

November 2025

Table of Contents

Sweet Spreads in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads growth driven by honey

INDUSTRY PERFORMANCE

Honey drives growth in sweet spreads

Chocolate spreads makes slight recovery in 2025

WHAT NEXT?

Honey will remain the key growth driver in sweet spreads

Demand for chemical-free sweet spreads drives innovation

Premium and artisanal sweet spreads gain popularity

COMPETITIVE LANDSCAPE

Watt's SA leads in jams and preserves with strong heritage

Colmenares Villa Alemana capitalises on rising demand for honey

CHANNELS

Convenience and variety drives popularity of supermarket channel

Small local grocers gain traction in sweet spreads

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer caution and supply issues lead to slower growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Disruptions to raw material supply weigh on category performance

Economic constraints weigh on consumer spending patterns

Urban consumers are prioritising health and convenience, but taste remains important

WHAT'S NEXT?

Broad health trend will fuel product innovations

Value-based spending patterns will prevail

Convenience blended with affordability offers tangible benefits to shoppers

COMPETITIVE LANDSCAPE

Domestic player Watt's SA is leading manufacturer in cooking ingredients and meals

Gallina Blanca SA asserts dominant position in liquid stocks and fonds

CHANNELS

Modern grocery retailers dominate distribution led by supermarkets

Small local grocers witness a rebound in value share

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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