



# Staple Foods in Chile

November 2025

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## Staple Foods in Chile

### EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

### KEY DATA FINDINGS

### 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

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Price rises hitting bread but consumers interested in healthy options

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Cost-push pressures slow down Chile's baked goods sector

Growing interest in unpackaged pastries

## WHAT'S NEXT?

Supermarket convenience and innovation shape the future of baked goods  
Wellness and tradition drive transformation  
Bakeries embrace technology and transparency to drive sustainable growth

## COMPETITIVE LANDSCAPE

Sourdough and wholegrain trends reinforce artisanal bread's dominance  
Empresas Carozzi committed to enhancing production processes

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[Breakfast Cereals in Chile](#)

## KEY DATA FINDINGS

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## INDUSTRY PERFORMANCE

Breakfast cereals face another year of slowdown  
Flakes sees growth driven by products aligning with health trends

## WHAT'S NEXT?

Health trends drive moderate growth in Chile's breakfast cereals  
Natural, organic, and specialised cereals meet consumer demand  
Agro-Conexión Expo fosters collaboration between farmers and suppliers

## COMPETITIVE LANDSCAPE

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Growth in shelf stable vegetables

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

##### COMPETITIVE LANDSCAPE

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### COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Chile](#)

## KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

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Stabilisation of rice supply

### WHAT'S NEXT?

Moderate growth expected amid climate and consumer shifts  
Wholegrain pastas gain traction  
Chilean rice market focuses on premium, organic, and low-impact varieties

## COMPETITIVE LANDSCAPE

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