



# HW Hot Drinks in Chile

January 2026

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## HW Hot Drinks in Chile - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers making healthier choices when it comes to their choice of hot drinks

#### INDUSTRY PERFORMANCE

Interest in healthier hot drinks grows despite a lack of innovation in 2024

Vegan and vegetarian claims an easy way to add value

Natural claims add value to hot drinks

#### WHAT'S NEXT

Hot drinks producers expected to lean into health and wellness claims to add value

High prices could limit the growth of vegan and vegetarian hot drinks

Natural claims becoming increasingly important to health conscious shoppers

#### CATEGORY DATA

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Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

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Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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## Health and Wellness in Chile - Industry Overview

### EXECUTIVE SUMMARY

Players responding to the increasing demand for healthier food and beverages

#### INDUSTRY PERFORMANCE

Increasing health awareness and rising obesity levels dictating market trends

Interest in plant-based diets on the rise

#### WHAT'S NEXT

Consumers demand more for their money as health and ethical considerations develop

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