



**Euromonitor
International**

HW Hot Drinks in Chile

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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

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
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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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