



HW Soft Drinks in Chile

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health concerns push consumers to make healthier choices

INDUSTRY PERFORMANCE

Consumers remain willing to pay more for added health and wellness claims

Rising obesity concerns pushing consumers to reduce their sugar intake

Functional claims attracting growing interest

WHAT'S NEXT

Economic pressures could limit the expansion of health and wellness soft drinks

Manufacturers will need to balance demand for natural sweeteners with cost pressures

Functional claims expected to expand beyond energy boosting and hydration

CATEGORY DATA

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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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