



HW Snacks in Chile

January 2026

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HW Snacks in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers making healthier choices even when it comes to snacks

INDUSTRY PERFORMANCE

Brands respond to growing demand for healthier and more sustainable snacks

Gluten free claims come to the fore as nutritional education and awareness grows

Increasing awareness around lactose intolerance informs purchasing decisions

WHAT'S NEXT

Consumers expected to continue shifting towards healthier and more ethical snacks

Gluten free snacks set to benefit from increased accessibility and premiumisation

Lactose free snacks set to become more mainstream

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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