



HW Dairy Products and Alternatives in Chile

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness causes consumers to question their purchasing decisions

INDUSTRY PERFORMANCE

Rising rates of obesity and diabetes pushing consumers to make healthier choices

Digestive health issues driving innovation in cow's milk

Ghee benefits from the growing focus on natural products

WHAT'S NEXT

Mounting pressure to adopt healthier lifestyles as obesity rates soar in Chile

Lactose free claims set to benefit from investment from leading dairy companies

Natural claims offer strong growth potential with yoghurt in the spotlight

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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