



Euromonitor
International

HW Staple Foods in Chile

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health-consciousness cushions negative impact of stubbornly high inflation

Lactose free remains the leading health and wellness claim in staple foods

Products with fat- and sugar-related claims continue to win over Chileans

PROSPECTS AND OPPORTUNITIES

Keto expected to be the most dynamic health and wellness claim in staple foods

Consumption of vegan and plant-based staple foods set to continue rising

Growing adoption of preventive dietary habits bodes well for several claims

CATEGORY DATA

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Health and Wellness in Chile - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-chile/report.