



# HW Staple Foods in Chile

January 2026

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## HW Staple Foods in Chile - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Chileans show greater consideration for the wider impact of their purchasing behaviour

#### INDUSTRY PERFORMANCE

Brands respond to growing demand for healthier and more sustainable staple foods

Gluten free staple foods face obstacles to growth

Despite new legislation demand for vegetarian products continues to grow

#### WHAT'S NEXT

Consumers expected to demand healthier and more sustainable staple foods

Government support will be needed to drive stronger growth in gluten free claims

More consumers expected to ditch animal-derived products

#### CATEGORY DATA

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Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods 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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