

# Retail in Chile

March 2024

Table of Contents

## EXECUTIVE SUMMARY

Retail in 2023: The big picture

Greater connection between digital and physical still needed

Local consumers are searching for innovation

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas and New Year

Back to School

Independence Day

## MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 3 - Sales in Retail Offline by Channel: Value 2018-2023

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 5 - Retail Offline Outlets by Channel: Units 2018-2023

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 7 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 11 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 13 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Retail GBO Company Shares: % Value 2019-2023

Table 22 - Retail GBN Brand Shares: % Value 2020-2023

Table 23 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 24 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 25 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 28 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 38 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## Convenience Retailers in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Standalone stores driven by forecourt retailers as latter continue to expand

Spid continues to expand, bringing Cencosud closer to consumers

OXXO retains leadership of outlet numbers but gains attention of competition authorities

## PROSPECTS AND OPPORTUNITIES

Innovation of certain product lines can increase foot traffic

Space for alliances and digital payments within convenience retailers

New player Gulf enters forecourt retailers

## CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 - Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 - Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 - Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## Supermarkets in Chile

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Supermarkets remains important grocery channel, with store numbers continuing to dynamically grow  
Technologically-driven engagement not a focus for players  
Independent and regional players continue to experience limited growth

## PROSPECTS AND OPPORTUNITIES

Lower prices via supermarkets set to increase in number to combat competition  
Opening of outlets to remain an area of focus over the forecast period  
E-commerce to increasingly become part of omnichannel strategies

## CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023  
Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023  
Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023  
Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023  
Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Hypermarkets in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Security concerns remain top of mind for hypermarket operators  
Cencosud focuses on launching new payment capabilities  
Walmart Chile launches Marketplace to further align with its global strategy

### PROSPECTS AND OPPORTUNITIES

Established chains likely to focus on omnichannel approach  
Players to increasingly focus on expanding offer, including private label  
Loyalty rewards to regain importance in Chile

### CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023  
Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023  
Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023  
Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023  
Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Discounters in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Slowing sales and outlet expansion for discounters following surge in 2022  
Walmart's Bodega ACuenta remains overall leading discounter chain  
No new players enter Chilean discounters in 2023

### PROSPECTS AND OPPORTUNITIES

Discounters not expected to experience significant change over the forecast period  
Private label remains important, but needs stronger development

E-commerce development still lags behind competing channels

## CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Small Local Grocers in Chile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chileans appreciate the chance to buy local and benefit their communities

Issues accessing funds limits expansion and innovation for small local grocers

Innovation and specialisation key elements going forward

### PROSPECTS AND OPPORTUNITIES

Small local grocers expected to lose ground over forecast period

Shifting cities to become a challenge in the coming years

Channel players to remain relevant by offering additional services

## CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 89 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## General Merchandise Stores in Chile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further sales decline for physical department stores in 2023

Falabella remains challenged in terms of adapting to changing times

La Polar and ABC DIN merger approved

### PROSPECTS AND OPPORTUNITIES

Value growth to return to more stable levels over the forecast period

Leading players set to resume opening of outlets

E-commerce will continue to cannibalise sales of department stores

## CHANNEL DATA

Table 90 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 91 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 92 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 93 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 94 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 95 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 96 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 97 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 98 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 99 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 100 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## Apparel and Footwear Specialists in Chile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Independent players experience a difficult year

Multitiendas Corona revamps and leverages omnichannel strategy to remain on top

H&M expands and remodels flagship store

#### PROSPECTS AND OPPORTUNITIES

Continual arrival of international brands but local players to focus on slow fashion

Luxury, while niche, set to record important growth

Department stores and e-commerce to remain significant competitors to specialists

#### CHANNEL DATA

Table 101 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 102 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 103 - Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 104 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 105 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 106 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 107 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Appliances and Electronics Specialists in Chile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Promotional activities in attempt to drive sales of appliances and electronics in 2023

ABC DIN looks to merge with La Polar in a process that is likely to extend into 2024

Independent players continue to experience challenging times

#### PROSPECTS AND OPPORTUNITIES

Inflation likely to remain a concern heading into 2024

E-commerce will continue to place pressure on physical specialists

Opportunities can be found in sustainability

#### CHANNEL DATA

Table 108 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 109 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 110 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 111 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 112 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 113 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 114 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Home Products Specialists in Chile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further shift online forces channel players to adjust strategies

Pet shops and superstores stand out in terms of outlet growth  
IKEA finds a stronger footing in the local market

## PROSPECTS AND OPPORTUNITIES

Sustainability set to be an important topic in the channel over the forecast period  
Easy and Sodimac to reactivate a more intense opening of stores  
No new international arrivals mentioned for the near future

## CHANNEL DATA

Table 115 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023  
Table 116 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 117 - Sales in Home Products Specialists by Channel: Value 2018-2023  
Table 118 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023  
Table 119 - Home Products Specialists GBO Company Shares: % Value 2019-2023  
Table 120 - Home Products Specialists GBN Brand Shares: % Value 2020-2023  
Table 121 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023  
Table 122 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 123 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 124 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028  
Table 125 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## Health and Beauty Specialists in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Pharmacies continues to expand, while ownership of Farmacias Ahumada is changing  
Beauty specialist Maicao sees new opportunity in offering pharmacy products  
By partnering with Kiko Milano, DBS Beauty Store achieves a long sought-after goal

## PROSPECTS AND OPPORTUNITIES

K-Beauty to gain new followers, and focused retailers to expand store footprint  
Greater competition for pharmacies likely over the forecast period  
Loyalty propositions can be leveraged for increased purchases

## CHANNEL DATA

Table 126 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023  
Table 127 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 128 - Sales in Health and Beauty Specialists by Channel: Value 2018-2023  
Table 129 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023  
Table 130 - Health and Beauty Specialists GBO Company Shares: % Value 2019-2023  
Table 131 - Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023  
Table 132 - Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023  
Table 133 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 134 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 135 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028  
Table 136 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## Vending in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Vending innovations extremely rare

Lider al Paso concept from Walmart continues expansion in Chile

## PROSPECTS AND OPPORTUNITIES

Greater efforts in terms of innovation likely over the forecast period

Vending likely to further adapt to demand for more efficient and cashless payments

## CHANNEL DATA

Table 137 - Vending by Product: Value 2018-2023

Table 138 - Vending by Product: % Value Growth 2018-2023

Table 139 - Vending GBO Company Shares: % Value 2019-2023

Table 140 - Vending GBN Brand Shares: % Value 2020-2023

Table 141 - Vending Forecasts by Product: Value 2023-2028

Table 142 - Vending Forecasts by Product: % Value Growth 2023-2028

## Direct Selling in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Beauty and personal care remains most important product category for direct selling

Competition for direct selling from other retail channels

Natura & Co sells The Body Shop to focus on direct selling

## PROSPECTS AND OPPORTUNITIES

Experiences still limited in the channel

No new players likely to enter direct selling in the short term

Channel mix to remain stable in Chile

## CHANNEL DATA

Table 143 - Direct Selling by Product: Value 2018-2023

Table 144 - Direct Selling by Product: % Value Growth 2018-2023

Table 145 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 146 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 147 - Direct Selling Forecasts by Product: Value 2023-2028

Table 148 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

## Retail E-Commerce in Chile

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Costs of shipping drive consumers to click-and-collect

Home products and groceries continue to drive e-commerce sales in 2023

Key players maintain channel leadership

## PROSPECTS AND OPPORTUNITIES

E-commerce set for further growth, but players still need to review omnichannel strategies

Loyalty programmes to gain importance in attracting consumers

Marketplaces to remain dynamic driver of e-commerce growth

## CHANNEL DATA

Table 149 - Retail E-Commerce by Channel: Value 2017-2022

Table 150 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 151 - Retail E-Commerce by Product: Value 2017-2022

Table 152 - Retail E-Commerce by Product: % Value Growth 2017-2022



Table 153 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 154 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 155 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 156 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 157 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 158 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-in-chile/report](http://www.euromonitor.com/retail-in-chile/report).