

# Spirits in Chile

June 2024

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## Spirits in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pisco's resilience amidst inflationary challenges in Chile

Lack of liquidity and reduced purchasing power hamper the performance of spirits

Home consumption of spirits shifts gradually to bars and restaurants as on-trade channel recovers

#### PROSPECTS AND OPPORTUNITIES

Gin, bitters, and pisco are amongst the categories set to drive growth for spirits

Non alcoholic alternatives to spirits set to slowly establish their place

Mocktails will continue to develop as an alternative to alcohol consumption

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