

Carbonates in Chile

December 2023

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Carbonates in Chile - Category analysis

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2023 DEVELOPMENTS

Migration from other categories and easing of inflation help drive up demand for carbonates after a complex year

In challenging economic scenario, Coca-Cola relies on innovation to stand out from competitors

Tonic water/mixers/other bitters thrive with mixology trends

PROSPECTS AND OPPORTUNITIES

Potential tax increase on sugary products could further complicate the future of carbonates

Lemonade/lime set for stable growth due to hotter summers and increasing popularity of citric flavours

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