

# Wine in Chile

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Premiumisation slows down due to unstable economic scenario and increasing prices  
Consumers increasingly take advantage of buy-two-get-one-free promotions due to price convenience  
Casillero del Diablo launches a new line called Devil's Carnaval, aiming to capture younger adults

### PROSPECTS AND OPPORTUNITIES

On-trade channel set to slowly recover from the devastating effects of the pandemic  
Mixology trend, combined with health and wellness, will drive continued growth for sparkling wine in the forecast period  
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On-trade vs off-trade split  
What next for alcoholic drinks?

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