

Energy Drinks in Chile

December 2023

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Energy Drinks in Chile - Category analysis

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2023 DEVELOPMENTS

Energy drinks continues to record solid growth, driven by major brands
Monster gains marginal advantage over Score in the close competition for leadership
Fruity and tropical are preferred flavours of energy drinks in Chile

PROSPECTS AND OPPORTUNITIES

Small local grocers likely to remain dominant distribution channel despite diversification
Mixology trends could spark growth of energy drinks via on-trade venues
Functionality could be the next step for energy drinks in Chile

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