

RTD Coffee in Chile

December 2023

Table of Contents

RTD Coffee in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for RTD coffee continues to decline, with some brands confined to speciality stores
Preference for high milk content and sweet products is negative driver for RTD coffee in Chile
Popularity of iced coffee in on-trade outlets does not support the channel's demand for RTD options

PROSPECTS AND OPPORTUNITIES

Based on a loyal niche, RTD coffee is set to see improving demand later in forecast period
Extended range of flavours and caffeine content could help category reach a wider audience
Plant-based and functionality could help create demand from younger generations

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023
- Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023
- Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
- Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
- Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
- Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
- Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
- Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
- Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
- Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Soft Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Chile

Decreasing inflation drives improving demand for fountain sales in 2023

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SOURCES

Summary 1 - Research Sources

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