

# Supermarkets in Chile

March 2024

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## Supermarkets in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Supermarkets remains important grocery channel, with store numbers continuing to dynamically grow

Technologically-driven engagement not a focus for players

Independent and regional players continue to experience limited growth

#### PROSPECTS AND OPPORTUNITIES

Lower prices via supermarkets set to increase in number to combat competition

Opening of outlets to remain an area of focus over the forecast period

E-commerce to increasingly become part of omnichannel strategies

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Greater connection between digital and physical still needed

Local consumers are searching for innovation

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### OPERATING ENVIRONMENT

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Opening hours for physical retail

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Seasonality

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