

Rtds in Chile

June 2024

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Rtds in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation contributes to decline for RTDs in 2023

Pernod Ricard and The Coca-Cola Co create a partnership to launch Absolut Vodka & Sprite

Pisco and diverse flavours emerge as crucial elements in attracting Chilean consumers towards spirit-based RTDs

PROSPECTS AND OPPORTUNITIES

Wine-based RTDs set to experience inevitable slowdown during the forecast period

Growing popularity of spirit-based RTDs, but it will remain a niche category in Chile

Health and wellness trend in the form of zero sugar and low alcohol RTDs could be a growth driver

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DISCLAIMER

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