



# HW Dairy Products and Alternatives in Chile

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Wider offer of vegan cheese and higher competition as NotCo enters the space

With half the population claiming to be lactose-intolerant, lactose free leads health and wellness dairy products and alternatives in 2022

High fibre records growth as consumers look to improve their digestion and general health

### PROSPECTS AND OPPORTUNITIES

High inflation will pressure consumers to prioritise, and strengthen the competition between claims

Lactose free also the most promising in health and wellness dairy products and alternatives to 2027, with the opportunity for new entrants

Vegan one to watch, as consumers turn to these products for health, animal welfare and environmental reasons

### CATEGORY DATA

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## Health and Wellness in Chile - Industry Overview

### EXECUTIVE SUMMARY

Overview

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