

# HW Staple Foods in Chile

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Consumers are expected to remain particularly price-conscious when looking for health and wellness products  
With a widening consumer group, gluten free holds first place within health and wellness staple foods in 2022  
Plant-based on the increase within health and wellness staple foods as more consumers limit consumption of animal products

### PROSPECTS AND OPPORTUNITIES

Players will have to keep prices of health and wellness variants as near to those of standard products as possible if they want to attract consumers  
Gluten free also likely to show the most promise during the forecast period, with the expectation of further product launches  
Keto claim shows potential as more consumers set to try different diets for health and weight loss reasons

### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Chile - Industry Overview

### EXECUTIVE SUMMARY

Overview

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