



Spirits in Chile

June 2024

Table of Contents

Spirits in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pisco's resilience amidst inflationary challenges in Chile

Lack of liquidity and reduced purchasing power hamper the performance of spirits

Home consumption of spirits shifts gradually to bars and restaurants as on-trade channel recovers

PROSPECTS AND OPPORTUNITIES

Gin, bitters, and pisco are amongst the categories set to drive growth for spirits

Non alcoholic alternatives to spirits set to slowly establish their place

Mocktails will continue to develop as an alternative to alcohol consumption

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2023

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023

Table 2 - Sales of Spirits by Category: Total Value 2018-2023

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 - GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 - NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 - Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 - Research Sources

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