



# Juice in Chile

December 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Juice players try to stabilise prices after 2022's strong increase  
Nectars drives stagnating category amid high inflation and lower incomes  
Individual formats become the stronghold of local premium brands amid fall in demand

### PROSPECTS AND OPPORTUNITIES

Healthy lifestyles will remain important driver of 100% juice but could harm other products  
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