



Discounters in Chile

March 2024

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Discounters in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowing sales and outlet expansion for discounters following surge in 2022

Walmart's Bodega ACuenta remains overall leading discounter chain

No new players enter Chilean discounters in 2023

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Discounters not expected to experience significant change over the forecast period

Private label remains important, but needs stronger development

E-commerce development still lags behind competing channels

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