



Other Hot Drinks in Chile

November 2025

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Other Hot Drinks in Chile - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multiple factors negatively impact the performance of other hot drinks

INDUSTRY PERFORMANCE

Sales decrease due to declining consumption of milk, and rising temperatures

Rising temperatures challenge demand for other hot drinks like yerba mate

WHAT'S NEXT?

Further declines for yerba mate to be driven by a warmer climate

Rising concerns about high sugar content could fuel new product innovation

Addition of protein to flavoured powder drinks offers functionality

COMPETITIVE LANDSCAPE

Nestlé's leadership driven by dominance in flavoured powder drinks

Private label continues to make gains with competitive pricing

CHANNELS

Supermarkets and hypermarkets dominate distribution with wide networks

E-commerce continues to make gains with competitive offers and convenience

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Hot Drinks in Chile - Industry Overview

EXECUTIVE SUMMARY

Mixed performance in unstable economic setting

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Challenging environment influences consumers' purchasing decisions

Rising temperatures in Chile present both challenges and opportunities

Tea under increasing pressure from coffee as Chilean's favoured hot drink

Discerning consumers increasingly attracted to fresh coffee formats

WHAT'S NEXT?

Improving economy likely to drive rebound but polarising trends will remain

Healthy attributes and functionality offer value growth potential

Rising temperatures to remain a challenge for future of hot drinks in Chile

COMPETITIVE LANDSCAPE

Nestlé and Cambiaso Hermanos remain convincing leaders overall
Cencosud's strong growth supported by private label offer

CHANNELS

Major grocery retailers maintain dominant positions in distribution of hot drinks
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