



Juice in Chile

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice encounters strong challenges

INDUSTRY PERFORMANCE

Climatic impact on availability and prices

Consumers trade down to reconstituted 100% juice

WHAT'S NEXT?

100% juice to gain momentum amidst improving economic conditions and a search for healthier options

Players to tap into inelastic juice demand areas as challenges persist

Sustainability to shape juice brand owners' presentations

COMPETITIVE LANDSCAPE

Promarca consolidates lead with a wide range and investments

Jugos Bless gains momentum fast in juice

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Small local grocers' leadership is under growing pressure from larger formats

Strong development in the online offer of juice

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EXECUTIVE SUMMARY

The challenging economic situation continues to exert a strong influence on performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price rises and a shift to healthier options boost total value sales growth

Pursuit of healthier lifestyles accelerates with knock-on effects for soft drinks

Climate change impacts juice in Chile

WHAT'S NEXT?

Economic improvements to free up consumer spending on soft drinks

Wellness and functionality to add significant value sales growth potential to soft drinks

Better for you trend to accelerate

COMPETITIVE LANDSCAPE

Coca-Cola de Chile leverages leadership of the key category to stay ahead of the field

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