



**Euromonitor
International**

Sports Drinks in Chile

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Broader usage occasions spur sports drinks

INDUSTRY PERFORMANCE

Oral hydration solutions increase penetration

Higher unit prices push positive retail value growth for reduced sugar sports drinks despite a fall in demand

WHAT'S NEXT?

Health-orientated products are set to capture further demand in sports drinks

Reduced sugar products are well placed to gain ground

Emerging role of sports drinks as a solution to hangovers

COMPETITIVE LANDSCAPE

Gatorade sees investment in flavours

Electrolit shows the high growth potential for new, broader effect sports drinks

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Drinks specialists offer affordability and convenience to lead sports drinks distribution

Fast development of e-commerce penetrates sports drinks

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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

Bless is a disruptive, fast-growing brand in juice

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