



Euromonitor
International

Edible Oils in Chile

November 2025

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Edible Oils in Chile - Category analysis

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2025 DEVELOPMENTS

Edible oils impacted by cautious spending

INDUSTRY PERFORMANCE

Price increases underpin value growth in olive oil

Sticky inflation places strong focus on affordability

WHAT'S NEXT?

Moderate recovery ahead for Chile's edible oils market as prices stabilise

Olive oil gains ground as Chilean consumers prioritise health and natural products

Private label to expand share with diverse edible oil offerings

COMPETITIVE LANDSCAPE

Competitive pricing and modern facilities cements Watt's position in edible oils landscape

Emerging brand Huasco achieves strong performance

CHANNELS

Supermarkets lead distribution of edible oils

Small local grocers witness a rebound in share

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Cooking Ingredients and Meals in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer caution and supply issues lead to slower growth

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INDUSTRY PERFORMANCE

Disruptions to raw material supply weigh on category performance

Economic constraints weigh on consumer spending patterns

Urban consumers are prioritising health and convenience, but taste remains important

WHAT'S NEXT?

Broad health trend will fuel product innovations

Value-based spending patterns will prevail

Convenience blended with affordability offers tangible benefits to shoppers

COMPETITIVE LANDSCAPE

Domestic player Watt's SA is leading manufacturer in cooking ingredients and meals
Gallina Blanca SA asserts dominant position in liquid stocks and fonds

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Modern grocery retailers dominate distribution led by supermarkets
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