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Report Highlights:

Chile's hotel, restaurant, and institutional (HRI) sector rebounded in 2023, with hotel occupancy reaching 51 percent and 9.1 million guests, driven by domestic tourism and normalized activities. Restaurants adapted to rising demand for healthier, sustainable options and embraced digital tools like online ordering and AI. Despite economic challenges, the sector showed resilience, leveraging innovation and an unsaturated market for growth. Travel and tourism contributed \$32.5 billion to GDP, with 2024 prospects boosted by rising tourist numbers and international investments.

Market Fact Sheet: Chile

Executive Summary

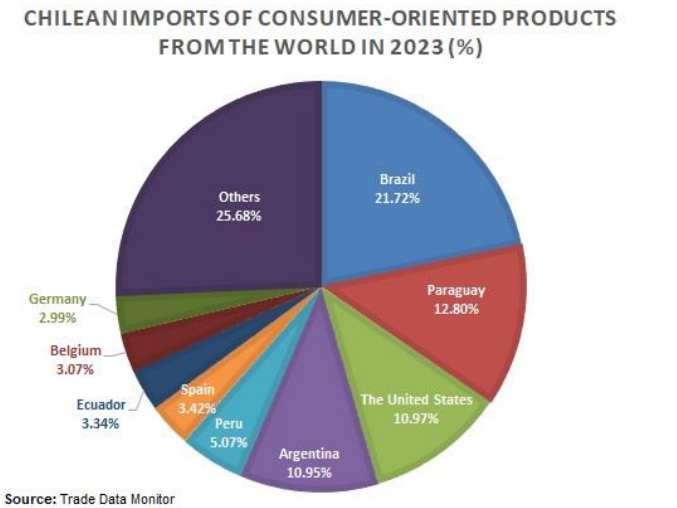
Chile is a South American country that borders the Pacific Ocean, Argentina, Bolivia, and Peru. Chile is divided into 16 administrative regions. In 2023, Chile had a population of 19.6 million, with 8.3 million living in the Santiago Metropolitan region.

In 2023, Chile’s Gross Domestic Product (GDP) in current prices totaled \$340 billion, a 0.2 percent increase over 2022. For 2024, the Chilean Central Bank projects a GDP growth that will range between 1.25 and 2.25 percent with a concomitant recovery in consumption. GDP per capita reached \$30,208 PPP in 2023 (World Bank), leaving Chile as one of the highest per capita GDPs in Latin America.

Chile’s economy is driven by exports, concentrated primarily in the mining and agricultural sectors - fishery, forestry, and fresh fruit. In 2023, Chilean agriculture represented 8.5 percent of the country’s GDP (\$28.9 billion), 24.3 percent of exports (\$23.6 billion), and employed around 10 percent of Chile’s labor force.

Imports of Consumer-Oriented Products

Chile is the second top market in South America for U.S. agricultural and related products and U.S. consumer-oriented products after Colombia. In 2023, consumer-oriented agricultural exports summed \$539 million, comprising over 60 percent of all agricultural exports. The top U.S. consumer-oriented products exports to Chile are dairy products, condiments and sauces, pork, beef, poultry, food preparations, pet food, tree nuts, distilled spirits, chocolate and cocoa products, and beer.



Food Processing Industry

The food processing industry is one of the largest segments of the Chilean economy. The food and beverage processing industry represents 15.4 percent of Chile’s exports, at \$14.5 billion in 2023. The sector contributed 3.8 percent to national GDP in 2023 and employed over 360,000 workers.

Food Retail Industry

In 2023, the Chilean retail food industry witnessed a moderate recovery, with total sales reaching approximately \$28.5 billion, a 2.3 percent increase over 2022. The Chilean retail sector is made up of large supermarkets, mid-sized grocery stores, convenience stores, and thousands of smaller independent mom-and-pop shops. Supermarkets and grocery stores remained the primary retail channels for food products, accounting for around 53.6 percent of the market share.

Quick Facts

Imports of U.S. Consumer-Oriented Products 2023: \$539 million

Leading Consumer Foodservice Chains in Chile:
1) Niu Sushi
2) Mc Donalds
3) Starbucks
4) Papa John’s
5) Dunkin Donuts
6) KFC

Leading Hotel Chains:
1) Starwood Hotels & Resorts
2) Four Seasons Holdings, Inc.
3) InterContinental Hotels Group S.A.
4) NH Hotel Group S.A.
5) Hilton Worldwide, Inc.

Leading Institutional Foodservice Companies:
1) Sodexho
2) Aramark
3) DeliBest
4) Compass Catering S.A.
5) Aliservice

Food Industry by Channels (U.S. billion) 2023:
Retail Food Sales \$28.9
Chile Food & Ag Exports \$23.6
Chile Food & Ag Imports \$10.7
Supermarket Only Food Sales \$15.5
Total Retail (includes non-food) \$56.9

GDP/Population 2023:
Population (millions): 19.6
GDP (billions USD): \$340
GDP per capita (USD PP): \$30,208 PPP

Sources: Trade Data Monitor (TDM), Euromonitor, World Bank, Chilean Central Bank, Chilean National institute of Statistics (INE), and Euromonitor

Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
The U.S.-Chile Free Trade Agreement resulted in zero percent duties for all U.S. agricultural products.	Relatively small-size market compared to neighboring countries.
Opportunities	Threats
Chile has one of the highest income per capita in Latin America.	Economic uncertainty due to inflation.

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SECTION I. MARKET SUMMARY

In 2023, the hotel, restaurant, and institutional (HRI) foodservice sector in Chile began to recover from the impacts of the COVID-19 pandemic. This rebound was particularly evident in restaurants, cafés, and hotels, which saw a resurgence in activity and consumer demand.

The Chilean hotel industry demonstrated a significant recovery, with the national occupancy rate reaching 51 percent, surpassing pre-pandemic levels, according to *Colliers International*. This growth was attributed to a resurgence in tourism, the normalization of seasonal activities, and a reduced hotel supply due to closures or conversions during the pandemic. In 2023, 9.1 million guests stayed in tourist accommodations, a 5 percent increase from 2022, though still below the 12 million recorded before the pandemic. Most of these tourists were from Argentina, Brazil, and North American countries. Domestic tourism also played a critical role, with many local destinations experiencing increased visitor numbers.

Despite the recovery, the sector faced economic challenges, including inflation and rising operational costs. Businesses had to adjust menu prices and profit margins while maintaining customer loyalty. Many restaurants and cafés responded with special promotions and cost-effective offerings. Furthermore, establishments had to navigate new safety and sanitation protocols to ensure customer confidence and operational continuity.

A notable shift in consumer behavior also shaped the sector, with a growing demand for healthier and more sustainable menu options. Many establishments adapted by offering local and organic products and expanding their vegetarian and vegan dishes, catering to evolving preferences. The focus on local products and healthier menu options aligns with global trends, positioning the Chilean HRI sector to meet evolving consumer expectations.

Innovation and digital transformation were essential for the recovery and growth of the HRI sector. Online ordering platforms, mobile apps for reservations, and delivery services became standard, enabling businesses to reach broader audiences and enhance the customer experience. Artificial intelligence technologies were increasingly adopted to personalize interactions and streamline operations. Additionally, businesses leveraged social media and influencer marketing to attract and retain customers, highlighting the importance of digital tools in the sector's evolution.

Chile's travel and tourism sector also saw significant contributions to the economy, with \$32.5 billion added to the GDP in 2023, representing 9.7 percent of the economy, a 12.62 percent growth from the previous year and just 3 percent below 2019 figures. The total number of operating hotel rooms increased to 49,807. Looking ahead to 2024, there are optimistic expectations for continued growth, driven by rising local and international tourism. For example, *Accor Hotels*, celebrating 20 years in Chile, announced plans to expand with seven new hotels, further strengthening the sector's prospects.

The restaurant industry in Chile displayed resilience and adaptability despite persistent challenges. In 2022, Chile led the Latin American restaurant industry with over 15,500 restaurants, generating \$4 billion in sales. Chile sets itself apart from other Latin American countries in the sense that it is not an oversaturated market. Unlike other markets in the region,

such as Mexico and Peru, each with over 70 restaurants per 10,000 inhabitants, Chile has only 8 per 10,000 inhabitants, indicating ample growth potential. Chain establishments have driven this growth, consolidating local and international brands in the Chilean market.

Table 1: Advantages and Challenges to Enter the HRI Foodservice Market

Advantages	Challenges
Clear rules and transparent regulations offered by the government allow fair competition.	There are strict sanitary and phytosanitary controls on imports.
Strong demand for food ingredients in the HRI sector.	Chile is an open and competitive market, which has 33 free trade agreements that cover 65 markets.
The U.S.-Chile Free Trade Agreement resulted in zero percent duties for all U.S. agricultural products as of January 1, 2015.	Relatively small-size market compared to neighboring countries.
Chile is a high-income country and could be a gateway to South American markets.	Strong competition from other suppliers such as Brazil, Argentina, and Paraguay.
U.S. brands are regarded as high quality. Many U.S. brands are well-known and present in the market.	Chileans are price-sensitive, especially during economic slowdowns.
Equal playing field for imported and local products.	

SECTION II: ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

Potential exporters should work closely with Chilean importers or agents to confirm that their products comply with Chilean regulations. FAS Santiago maintains listings of potential importers and develops sector-specific information to help introduce U.S. agricultural products in Chile. Further details on both import regulation and market opportunities are available at the following links: [Chile: Exporter Guide](#), [Chile: FAIRS Export Certificate Report](#), and [Chile: FAIRS: Country Report](#).

FAS Santiago recommends that U.S. exporters exhibit or attend Chilean trade shows, particularly the U.S. Pavilion at the [Espacio Food & Service](#) show (September 30 – October 2, 2025). The show is recognized as the most important annual gathering in the Chilean food industry and provides the opportunity to connect with over 28,000 Chilean and international buyers.

Critical considerations for market entry include the following:

- Hotels, restaurants, and foodservice companies most often purchase through intermediaries such as distributors, importers, or wholesalers. Many of these firms are based in Santiago. Chain restaurants, that often manage larger volumes, may import directly.

- U.S. exporters seeking to access the Chilean HRI market should identify an importer that specializes in distributing to the sector and be prepared to offer small quantities of products or mixed containers, as individual HRI firms may not be able to manage entire container volumes.
- U.S. products are presumed consistent and high quality.
- The business culture and customs in Chile are conservative and characterized by the importance of personal contact and face-to-face interaction. Contact initiated via e-mail will be less effective than in-person interactions. Business meetings and practices in general are like those of the United States.
- Overseas suppliers are encouraged to maintain a Chilean representative or agent that understands the market, has access to a network of contacts and can provide support.

B. Market Structure and Distribution

The most common distribution channels for the HRI sector are local importers and distributors. These distributors may also distribute products to supermarkets, wholesalers, and institutional foodservice companies. In general, hotel operators and restaurants do not import directly, though there are a few exceptions. Hotels usually purchase from distributors to gain access to a larger variety of products without managing complex import procedures. Hotel operators may also prefer as few distributors as possible to reduce complexity (see Figure 1).

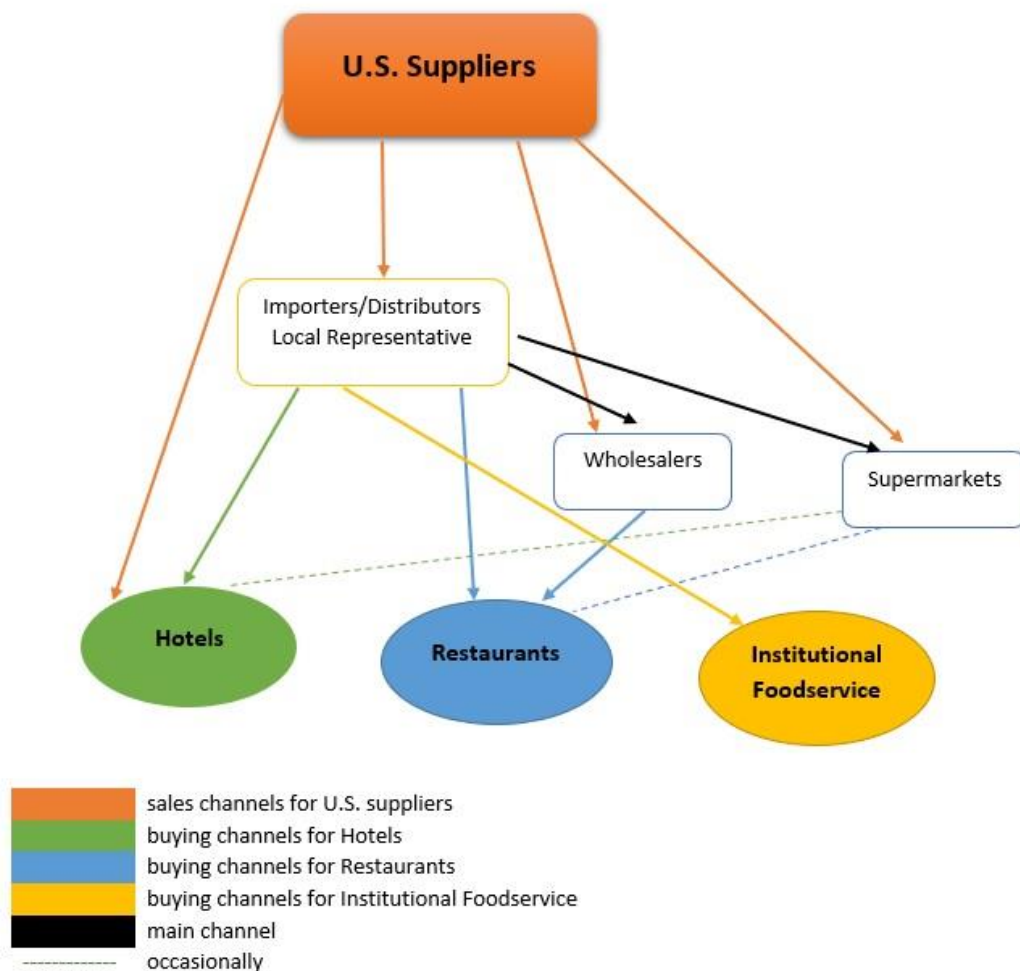
Chain restaurants deal with higher volumes, which increase their purchasing and negotiation power with distributors. In contrast, independent restaurants are more dependent on the range and quality of products already managed by distributors. Both rely on food products from local wholesalers as well as imported products from importers/distributors.

The institutional foodservice sector buys most products from local distributors. Companies purchasing large quantities may also import directly when price, quality or other selection criteria are more favorable than domestic suppliers.

Recently, big box stores and traditional wholesalers have gained appeal to the HRI sector. Big box stores, like [*Central Mayorista*](#), [*Mayorista 10*](#), [*Alvi*](#) and [*Superbodega Acuenta*](#), are the Chilean equivalents to *Sam's Club* or *Costco* and have become important suppliers to small HRI firms.

Because of the COVID-19 lockdown, many wholesalers opened to the end consumers and to smaller HRI firms either directly or via online platforms. Wholesale suppliers such as [*Bidfood S.A.*](#), [*Agrosuper Food Service*](#), [*Alimentos Vida Estable*](#), [*Buena Carne*](#), [*Frio Food*](#), [*Socosur*](#), [*ICB Foodservice*](#), [*Carozzi Food Service*](#), [*Food & Beverage Supply*](#), [*Macro Foods*](#), [*Mil Sabores Foods*](#), and [*Comercial Alisur*](#) are actively targeting individuals and small businesses.

Figure 1: HRI Supply Chains



C. Sub-Sector Profiles

Hotels – The hotel sector in Chile consists of domestic and international chains, boutique hotels, hostels, and short-term rentals like [Airbnb](#). According to the Chilean National Statistics Institute (INE), tourist accommodations in Chile increased by 6.87 percent in 2023, with almost 19 million overnight stays recorded nationwide. The report stated that the Santiago Metropolitan region had the highest number of overnight stays, followed by the Valparaíso region, where the port city attracts many tourists. The Federation of Chilean Tourism Companies (FEDETUR) estimated that 3.6 million tourists visited Chile in 2023, which represented a 21.1 percent decrease from 2019. However, as of October 2024, Chile had received 4 million tourists, which is a 38.8 percent increase from 2023 and a 7.7 percent increase from 2019.

The top international chain hotels in Chile are [Starwood Hotels & Resorts](#), [Four Seasons Holdings Inc.](#), [InterContinental Hotels Group S.A.](#), [NH Hotel Group S.A.](#), [Hilton Worldwide Inc.](#), [Mandarin Oriental International Limited](#), and [Accor Hotels](#).

Supply of hotel rooms in the market remains relatively tight. Industry reports that as many as 21 new luxury hotels will be developed in the next five years. Similarly, niche markets, like enotourism and eco-friendly hotels offer prospects.

Restaurants – Chile is home to many international and domestic restaurants. Both fast-food and full-service restaurants are commonplace. Use of e-commerce platforms like [Uber Eats](#), [Rappi](#) and [PedidosYa](#) for food have grown dramatically. Delivery services and take out remain more popular than pre-pandemic; in 2023 they represented 45 percent of food service sales value.

Full-service restaurant sales in 2023 reached \$1.1 billion, with 3,701 outlets. Nui Sushi is the leading player with a full-service chain restaurant value share of 8 percent, doubling its sales between 2019 and 2022. To achieve this, Nui Sushi leveraged delivery apps and online ordering, with home delivery accounting for 65 percent of its sales. The brand developed its own online ordering channel and delivery fleet, resulting in 80 percent of delivery sales.

Home delivery and online ordering are expected to grow in the coming years, accounting for 25 percent and 30 percent of fast-food chains' total sales, respectively. Consumers are already accustomed to using delivery applications, and restaurants highlight online sales as the most important area to develop.

Table 2: Chilean Full-service Chain Restaurants

Restaurants	Percent Market Share
Niu Sushi (<i>Distribuidora y Comercializadora de Alimentos Oji Ltda.</i>)	34.8
Domino Fuente de Soda (<i>Comercial Central Alimentos Ltda.</i>)	15.7
Johnny Rockets (<i>Johnny Rockets Group, Inc.</i>)	13.9
Mamut Restaurants (<i>Gastronomía y Negocios S.A.</i>)	9.3
Emporio La Rosa (<i>Emporio La Rosa S.A.</i>)	4.7
Bariloche Restaurant (<i>Bariloche Restaurant S.A.</i>)	4.0
Tip & Tap (<i>Tip & Tap S.A.</i>)	3.4
Sakura Express (<i>Comercial Gastronómica Fisol Ltda.</i>)	2.9
Chili's Grill & Bar (<i>Brinker International, Inc.</i>)	2.7
Santa Brasa (<i>Civitano S.A.C.</i>)	2.3
Le Fournil (<i>Empresas Carozzi S.A.</i>)	2.0
PF Chang's China Bistro (<i>PF Chang's China Bistro, Inc.</i>)	2.0
Tony Roma's (<i>Romacorp Inc.</i>)	1.3
Ruby Tuesday (<i>Ruby Tuesday Inc.</i>)	1.1

Source: Euromonitor

Table 3: Largest Fast-Food Chains

Restaurants	Percent Market Share
<u>McDonald's</u> (<i>Inversiones Arcos Dorados Chile Spa.</i>)	20.0
<u>Papa John's</u> (<i>Papa John's Int'l., Inc.</i>)	17.0
<u>KFC</u> (<i>Yum! Brands, Inc.</i>)	7.3
<u>Burger King</u> (<i>Restaurant Brands International, Inc.</i>)	6.4
<u>Doggis</u> (<i>Gastronomía y Negocios S.A.</i>)	6.2
<u>Subway</u> (<i>Doctor's Associates, Inc.</i>)	5.4
<u>Juan Maestro</u> (<i>Gastronomia y Negocios S.A.</i>)	4.3
<u>Pizza Hut</u> (<i>Yum! Brands, Inc.</i>)	2.8
<u>Domino's Pizza</u> (<i>Domino's Pizza Inc.</i>)	2.6
<u>Pollos Tarragona</u> (<i>Distribuidora Montserrat S.A.</i>)	2.6
<u>Castaño</u> (<i>Elaboradora de Alimentos Frutale Ltda.</i>)	2.5
<u>Savory Stop</u> (<i>Unifood S.A.</i>)	2.3
<u>Tommy Beans</u> (<i>Gastronomía y Negocios S.A.</i>)	2.2
<u>Pedro, Juan & Diego</u> (<i>Unifood S.A.</i>)	2.1
<u>TelePizza</u> (<i>Tasty Bidco SL</i>)	2.0
Others	14.3

Source: Euromonitor

Table 4: Largest Cafés and Bars

Cafés/Bars	Percent Market Share
<u>Starbucks</u> (<i>Starbucks Corp.</i>)	50.5
<u>Dunkin' Donuts</u> (<i>Inspire Brands, Inc.</i>)	20.6
<u>Cory</u> (<i>Pastelería Austriaca Cory Ltda.</i>)	6.3
<u>Juan Valdez</u> (<i>Federación Nacional de Cafeteros de Colombia</i>)	5.3
<u>Tavelli</u> (<i>Tavelli S.A.</i>)	4.3
<u>Santander Work/Café</u> (<i>Eventos y Cafeteria Cofi Ltda.</i>)	3.0
<u>Coppelia</u> (<i>Coppelia S.A.</i>)	2.9
<u>Café Mokka</u> (<i>Comercial Café Mokka Ltda.</i>)	2.7
Others	4.40

Source: Euromonitor

Cafés/Bars – In 2023, cafés and bars saw a 14 percent increase in sales, reaching \$775 million. There are now 3,064 outlets, with specialty cafés and tea shops experiencing the highest growth rate at 18 percent and reaching \$136 million in sales. *Starbucks Coffee Chile S.A.* held the largest market share at 10 percent.

Institutional Food Service – The Chilean institutional sector includes health care providers, educational facilities, large companies, airlines, and the military. Mining and education are the two largest institutions in the Chilean paradigm. These institutions are generally served by large catering firms. The five largest are: [Sodexo Chile, S.A.](#), [Central de Restaurantes Aramark](#), [DeliBest](#), [Compass Catering S.A.](#), [Aliservice](#), and [Genova Ausolan](#). At the time of writing, *Aramark* was the largest holding close to 60 percent of the Chilean market.

SECTION III: COMPETITION

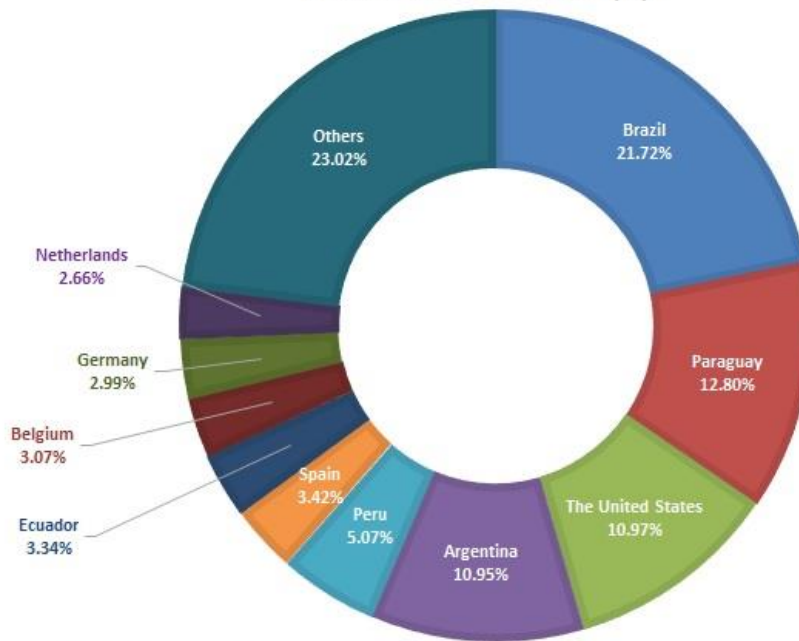
The United States and Chile have long been strategic trading partners, though the relationship has grown rapidly since the signing of the U.S.-Chile Free Trade Agreement (FTA). Since 2015, when all duties were removed under terms of the FTA, U.S. agricultural exports to Chile have increased 30 percent to \$1.0 billion. In 2023, U.S. agricultural exports to Chile totaled \$978 million, representing a 9.1 percent decrease from 2022.

Chile is the third largest market in South America for U.S. consumer-oriented agricultural products, with \$539 million of exports in 2023. Competition from MERCOSUR and regional suppliers remains fierce for consumer-oriented products, grains, soybean products, and pet food.

In 2023, the top suppliers of consumer-oriented agricultural products to Chile were Brazil, Paraguay, the United States, and Argentina. (See Figure 2).

- Brazil was the top supplier of consumer-oriented products with a market share of 21.7 percent. Top Brazilian exports to Chile are beef, pork, poultry, chocolate (cocoa products), and pet food.
- Paraguay was the second largest supplier of consumer-oriented products to Chile with a market share of 12.8 percent after Brazil. Paraguay's main export to Chile is beef. Which is very price-competitive within Mercosur suppliers.
- The United States was the third largest supplier of consumer-oriented products to Chile, with 11 percent market share. The main U.S. exports are dairy products, condiments and sauces, pork, poultry, beef, food preparations, and beer. In 2023, the U.S. exported \$93 million in dairy products, \$53 million in pork, and \$51 million in beef. U.S. exports of condiments and sauces have nearly doubled since 2015, increasing from \$30 million to \$66 million in 2023, with about half of value derived from mayonnaise.
- Argentina was the fourth largest supplier of consumer-oriented products to Chile with a market share of 10.9 percent. Argentina's main exports to Chile include beef, dairy products, pet food, bakery goods and pasta, and processed vegetables.

FIGURE 2: CHILEAN IMPORTS OF CONSUMER-ORIENTED PRODUCTS FROM THE WORLD IN 2023 (%)



Source: Chilean National Customs Office

SECTION IV: BEST PRODUCT PROSPECTS CATEGORIES

The best product prospects are divided into three categories listed below:

1. Products Present in the Market, which have Good Sales Potential

- Bakery goods, cereals, and pasta
- Dairy products (cheeses and ice cream)
- Pulses
- Beef and beef products
- Tree nuts
- Pork and pork products
- Poultry and poultry products
- Craft beer

2. Products Not Present in Significant Quantities, but which have Good Sales Potential

(Products consumed in Chile in small quantities that have none or few U.S. suppliers)

- Distilled spirits
- Sauces, condiments, and seasonings
- Processed fruit and vegetables
- Chocolate and cocoa products
- Soup and other food preparations
- Sauces, dressings, and condiments
- Edible oils
- Snack foods

- Eggs and products
- Flours and starches

3. Product Not Present Because They Face Significant Barriers

Products do not face significant trade barriers to enter the Chilean market. On the contrary, Chile's 31 trade agreements with 65 markets it one of the most open economies in the world. Products from many global suppliers are available in the Chilean market.

Table 5: Top 10 Imported Consumer-Oriented Products Imported from the World in 2023, USD Million



Source: Trade Data Monitor

Table 6: Top 10 Imported Consumer-Oriented Products from the United States in 2023, USD Million



Source: Trade Data Monitor

Section VI: Key Contacts and Further Information

Chilean Restaurant Association (ACHIGA) Nueva Tajamar 481 Of. 704, Torre Norte – Las Condes Tel: +56 2 2203 6363 www.achiga.cl	Chilean Hotels Association (HOTELGA) Nueva Tajamar 481 Of. 806, Torre Norte – Las Condes Tel: +56 2 2203 6344 secretaria@hoteleros.cl www.hoteleros.cl
National Chamber of Commerce (CNC) Address: Merced 230, Santiago Tel.: +56 2 2365 4000 cnc@cnc.cl www.cnc.cl	SEREMI de Salud (Health Ministry) Pedro Miguel de Olivares 129, Santiago Tel: +56 2 2576 4989 www.asrm.cl
Agriculture and Livestock Service (SAG)	

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Attachments:

No Attachments