Required Report: Required - Public Distribution **Date:** November 19, 2025

Report Number: CI2025-0021

Report Name: Retail Foods Annual

Country: Chile

Post: Santiago

Report Category: Retail Foods

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Report Highlights:

Chile has a modern and dynamic retail food industry. The food retail landscape is dominated by large supermarket chains such as Walmart, Cencosud, SMU, and Falabella, but there has also been a surge in smaller, specialized stores and e-commerce. Chile's food retail sales reached $29.76 billion in 2024, a 2.9 percent growth compared to 2023. Looking ahead, the sector's outlook remains promising, as major players like Walmart, Cencosud, and Falabella have announced significant investments in store remodeling and expansion, signaling confidence in the market's long-term growth potential. PriceSmart, the U.S.-based wholesale club chain, announced its entry into Chile, with plans to open its first three locations in Santiago in 2026.

Market Fact Sheet: Chile

Executive Summary

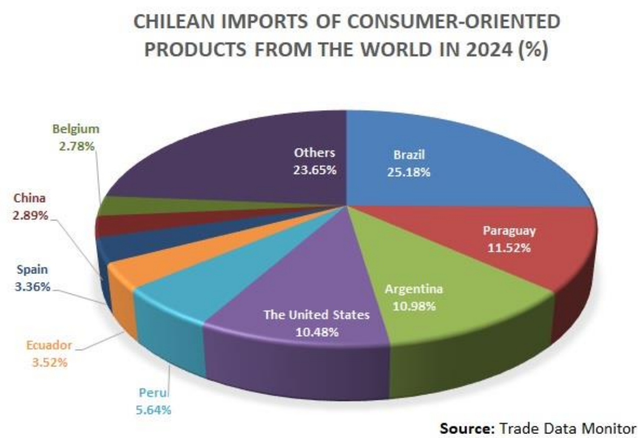
Chile is a South American country that borders the Pacific Ocean, Argentina, Bolivia, and Peru. In 2024, Chile had a population of 19.6 million, with 8.4 million living in the Santiago Metropolitan region.

In 2024, Chile's Gross Domestic Product (GDP) in current prices totaled $330 billion, a 2.6 percent increase over 2023. For 2025, the Chilean Central Bank projects a GDP growth that will range between 2.0 and 2.3 percent. GDP per capita reached $34,637 PPP in 2024 (World Bank), leaving Chile as one of the countries with the highest GDP per capita in Latin America.

Chile's economy is driven by exports, concentrated primarily in the mining sector, fresh fruit, forestry, and fishery products. In 2024, Chilean agriculture represented 9.0 percent of the country's GDP ($30 billion), 25 percent of exports ($24 billion), and employed around 10 percent of Chile's labor force.

U.S. agricultural and related exports to Chile totaled $903.7 million in 2024. Chile is the third-largest market in South America for these products, after Colombia and Brazil. U.S. products are important for Chilean consumers: the United States is the fourth-largest supplier of agricultural and related products to Chile with a 9.1 percent market share.

Consumer-Oriented Agricultural Imports



Chile is an exciting market for U.S. consumer-oriented products, that is, final goods that are high-value and ready for sale to the consumer. In 2024, consumer-oriented agricultural exports summed $562 million, compromising over 62 percent of all agricultural exports. The top U.S. consumer-oriented products exports to Chile are dairy products, condiments and sauces, food preparations, beef and beef products, pork, poultry, pet food, beer, tree nuts, and distilled spirits.

Food Processing Industry

The food processing industry is one of the largest segments of the Chilean economy. The food and beverage processing industry represents 6.3 percent of Chile's exports, at $6.28 billion in 2024. The sector contributed 3.6 percent to national GDP in 2024 and employed over two million workers.

HRI Industry

The HRI sector in Chile is a dynamic and steadily growing market, driven by tourism, urbanization, and changing consumer lifestyles. With an increasing demand for varied, high-quality, and ready-to-eat food options, the sector presents strong opportunities for both local and imported food products, particularly in fast-casual dining, premium restaurants, and institutional catering services.

Quick Facts CY 2024

Imports of Consumer-Oriented Products $562 million

List of Top 10 Growth Products in Host Country

1) Dairy Products	2) Beef and Products
3) Condiments & Sauces	4) Poultry and Products
5) Food Preparations	6) Tree Nuts
7) Pork and Products	8) Dog and Cat Food
9) Distilled Spirits	10) Chocolate & Cocoa

Food Industry by Channels (U.S. billion)

Total Retail Foods Sales:	$29.76
Supermarket Only Food Sales:	$15.93
Total Retail (includes non-food):	$66.45

Top 10 Retailers (by sales)
1. *Walmart Chile* (*Líder*, *Express de Líder*, *SuperBodega ACuenta*, and *Central Mayorista*)
2. *Cenconsud* (*Jumbo*, *Santa Isabel* and *Spid*)
3. *SMU* (*Unimarc*, *Mayorista 10*, *Super10*, and *ClubAlvi*)
4. *Falabella* (*Tottus*)

GDP/Population
Population (millions): 19.6
GDP (billions USD): $330
GDP per capita (USD PP): $34,637 PPP

Sources: Trade Data Monitor (TDM), Euromonitor, World Bank, Chilean Central Bank and trade interviews

Strengths/Weaknesses/Opportunities/Threats

Strengths	***Weaknesses***
Chile has a high per capita income and steady growth.	Relatively small-size market compared to neighboring countries.
Opportunities	***Threats***
The U.S.-Chile Free Trade Agreement resulted in zero percent duties for all U.S. agricultural products.	High inflation in recent years.

Section 1: Market Summary

The Chilean food retail sector experienced a significant recovery in 2024 compared to 2023, driven by a recovering economy and a cautiously optimistic consumer base. Following a period of economic slowdown and high inflation, Chile's macroeconomic conditions stabilized, with real GDP growing by 2.6 percent supported by strong export performance and robust domestic demand. Key sectors such as mining, commerce, personal service, and transportation contributed notably to this growth, while business and financial service had a negative impact. Inflation eased to 4.5 percent, and the unemployment rate stood at 8.1 percent, reflecting gradual improvements in the labor market. This economic stabilization encouraged renewed consumer spending, although purchasing decisions remained focused on value for money, discounts, and promotions. Supermarkets played a key role in moderating food price increases through heightened promotional activity, which positively impacted consumption levels and gradually reversed previous declines. Overall retail sales in Chile grew by 4.4 percent in 2024, with food retailers contributing a 2.9 percent increase, underscoring the sector's importance in the broader economy. *PriceSmart*, the U.S.-based wholesale club chain, announced its entry into Chile, with plans to open its first three locations in Santiago in 2026. Looking ahead, the sector's outlook remains promising, as major players like *Walmart*, *Cencosud*, and *Falabella* have announced significant investments in store remodeling and expansion, signaling confidence in the market's long-term growth potential.

Looking ahead, the Chilean food retail sector is poised for transformation, shaped by evolving consumer preferences and regulatory changes. Trends such as convenience, health and wellness, and sustainability are driving demand for functional foods, plant-based products, organic and locally sourced items, and ready-to-eat meal solutions. Consumers are increasingly blending online and in-store shopping experiences, demanding seamless omnichannel options, which has fueled a 12 percent rebound in e-commerce growth in 2024, with food e-commerce leading the charge. Retailers are responding by enhancing digital platforms, integrating AI for personalized shopping experiences, and improving fulfillment options like click-and-collect. Additionally, the entry of new competitors, such as *InRetail*'s acquisition of the discount chain *Erbi*, is expected to intensify market competition, particularly for hypermarkets and small local grocers, by introducing a strong low-price proposition.

Table 1: Chile Advantages and Challenges

ADVANTAGES	CHALLENGES
Food retailers are eager to introduce new products to meet the growing consumer demand of middle-to-upper income consumers.	Chilean sanitary and phytosanitary controls are strict and inflexible.
Clear rules and transparent regulations offered by the government allow fair competition.	High-end consumers are more demanding regarding other aspects of products such as innovation, packaging, status, new trends, etc.

Importers are frequently searching for new-to-market products as they must update their portfolio to compete. Millennials demand a wider variety of products.	Importers tend to buy small quantities to test the market. U.S. companies are usually not willing to sell small quantities.
The U.S.-Chile Free Trade Agreement resulted in zero percent duties for all U.S. agricultural products as of January 1, 2015.	Chile is a competitive market, which has 31 free trade agreements that cover 65 markets including the European Union (EU), China, Central America, and South America.
Chile's largest retailers have operations in other countries making it a gateway to other markets.	Retailers and distributors are conservative and start with smaller orders.
U.S. brands are regarded as high quality. Many U.S. brands are well-known and present in the market.	Economic uncertainty increased because of inflation.
Equal playing field for imported and local products.	Strong competition from other suppliers such as Brazil, Argentina, and Paraguay.
Well-established market with modern distribution channels.	Chilean consumers are price sensitive.

Section 2: Road Map for Market Entry

Entry Strategy

The Foreign Agricultural Service (FAS) in Santiago advises U.S. exporters to check that their products meet the most up to date Chilean regulations to ensure a straightforward entry strategy into the Chilean market. FAS Santiago maintains listings of potential importers and develops sector-specific information to help introduce U.S. agricultural products in Chile.

For details on how to export to Chile, exporters should refer to Chile's Global Agricultural Information Network reports: *Chile: Exporter Guide*, *Chile: FAIRS Export Certificate Report* and *Chile: FAIRS Country Report*.

FAS Santiago recommends U.S. exporters to exhibit or attend Chilean trade shows, particularly the U.S. Pavilion at the *Espacio Food & Service* show. 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.

The best market entry approach for new-to-market U.S. food exporters in Chile is as follows:

1. Market Research: conduct comprehensive market research to understand the Chilean food market, including consumer preferences, local tastes, cultural nuances, and regulatory requirements. Identify potential opportunities and competition within the market.

2. Product Localization: adapt the food products to suit Chilean market preferences. Consider factors such as flavors, ingredients, packaging, and portion sizes that align with local tastes and cultural preferences. This may involve modifying existing products or creating new ones for the Chilean market.

3. Identify Distribution Channels: identify and partner with suitable distribution channels in Chile, such as local importers, distributors, or retailers with an established presence and knowledge of the local market. Establish strong relationships with these partners to ensure effective distribution and market penetration.

4. Compliance with Regulations: understand and comply with Chile's local food regulations and import requirements. Ensure products meet all labeling, packaging, and quality standards set by the Chilean authorities. This includes obtaining the necessary certifications and permits for importing food products.

5. Trade Shows and Exhibitions: participate in relevant trade shows, exhibitions, and industry events in Chile to showcase the products and connect with potential buyers, distributors, and industry professionals. These events provide an excellent platform for generating awareness, gathering market intelligence, and establishing business contacts.

6. Networking and Partnerships: engage in networking activities and develop strategic partnerships with local businesses, industry associations, and government agencies. Building relationships with key stakeholders can provide valuable insights, facilitate market entry, and create opportunities for collaboration.

7. Marketing and Promotion: develop a targeted marketing and promotion strategy to create awareness and generate demand for the products in Chile. Utilize various channels such as digital marketing, social media, influencer marketing, and local advertising to reach the target audience effectively.

8. Continuous Evaluation and Adaptation: continuously monitor and evaluate the market performance in Chile. Stay updated with market trends, consumer preferences, and regulatory changes. Adapt the strategies, products, and distribution channels accordingly to maximize the chances of success in the long run.

Remember that market entry is a complex process, and it is essential to seek guidance from trade experts, local consultants, and legal advisors with expertise in the Chilean market to ensure a smooth entry and minimize risks.

Market Structure

The Chilean retail sector is made up of large supermarkets, mid-sized grocery stores, convenience stores, and thousands of smaller local grocers.

Chilean supermarket chains use two systems to supply products in their stores: distribution through suppliers, where suppliers deliver products directly to each store, and centralized distribution where suppliers deliver products to a distribution center that supplies each store afterwards.

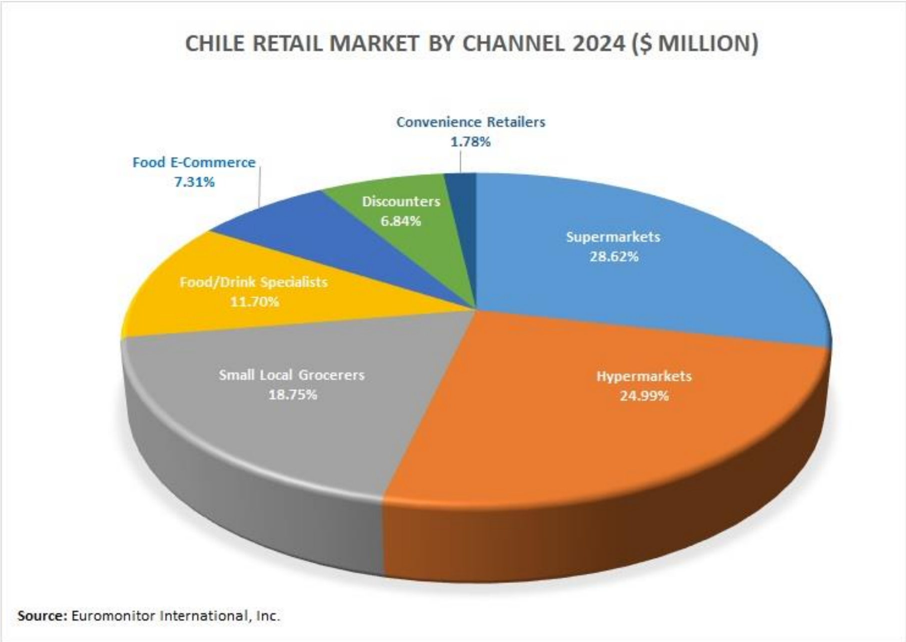
Imported food and beverage products for the food retail sector may enter Chile through the following channels:

- Direct imports: large supermarket chains import directly from foreign producers/exporters and own most of the wholesale supermarkets, which then redistribute to smaller stores as well. They operate large distribution centers that supply the entire country.
- Indirect imports: distributors and wholesalers import products to distribute to retail stores.

Most of the independent stores get their products at discount prices from wholesalers. They act as an intermediary as the smaller stores are not able to import entire containers or do not have the logistic capacity to do so.

In 2024, Chile's total retail sector achieved sales of $50.4 billion, while the food retail subsector contributed $29.7 billion, recording a 2.9 percent growth compared to 2023. This performance highlights a reactivation of the market, driven by stabilized inflation and renewed consumer spending, although consumers remain highly price-conscious, prioritizing value and promotional offers. Supermarkets and hypermarkets capture 53.61 percent sales of the Chilean retail market, highlighting their dominance in the retail sector. Small local grocers account for 18.75 percent, reflecting their importance in daily consumer needs, while food/drink specialists hold 11.70 percent, catering to niche markets. Food e-commerce, at 7.31 percent, shows steady growth driven by convenience, while discounters and convenience retailers represent 6.84 percent and 1.78 percent, respectively. The data underscores the prominence of traditional retail channels, alongside the rising influence of digital platforms and specialized stores

Figure 1. Retail Sales by Channel



Hypermarkets/Supermarkets

Chile's main supermarket groups are:

- *Walmart Chile* operating around 387 stores under *Líder*, *Express de Líder*, and *SuperBodega ACuenta* brands. *Walmart Chile* is the largest supermarket chain in Chile in terms of revenue with a market share of approximately 35 percent of total retail value in 2024. *Walmart Chile* continues to dominate the market with its *Líder* brand. Chile is the only country in South America where Walmart has a presence. Walmart also has the strongest private brands program in the market, with over 50 percent market share in food products.
- *Cencosud* is the second largest player in Chile operating around 254 hypermarkets and supermarkets under *Jumbo* and *Santa Isabel* brands. *Cencosud* had 31.6 percent of total retail value in 2024. *Cencosud* is a Chilean multinational business that also operates in Argentina, Brazil, Colombia, Peru, and the United States. In April 2025 *Cencosud* acquired 100 percent of the U.S. supermarket chain *The Fresh Market*, which has 171 stores and 215,000 square meters of showrooms. *Jumbo* stands out for having the largest variety of imported products in their supermarket chain. The development of private labels as well as imported brands gives Jumbo a great differentiation in the supermarket industry.
- *SMU* is the third largest supermarket chain operating 295 stores under *Unimarc* brand. *SMU* had a market share of 17 percent of the retail value in 2024. It is also the only supermarket chain in Chile with operations in all sixteen country regions. *SMU* also operates in Peru.
- *Tottus,* owned by *Falabella*, is the fourth largest supermarket chain, operating 73 hypermarkets and supermarkets. *Tottus* had 6.5 percent of the retail value in 2023. *Tottus* also operates in Peru.

These large retailers handle their own imports, requiring U.S. exporters to meet all Chilean food safety, labeling, and customs requirements. Documentation must be precise. Payment terms are typically negotiated but can range from 30 to 90 days, common for large retail chains.

Wholesale Discount Stores and Warehouse Clubs

Chile's wholesale discount stores market is dominated by major retail chains such as *SMU* and *Walmart*. These establishments cater primarily to businesses and consumers purchasing in bulk, offering a wide range of common products at wholesale prices. On average, each store carries between 4,700 and 5,300 distinct items. Private label products are a key component of their strategy. Simplicity in packaging and logistics is preferred to minimize costs.

Prominent wholesale brands in Chile include:

- *Mayorista 10* with 52 stores, *ClubAlvi* with 36 *stores* and *Super 10* with 16 stores, operated by *SMU,*
- *Central Mayorista* with 13 stores operated by *Walmart Chile, and*
- Other wholesale stores are *Alimentika, ICB Foodservice*, and *Distribuidora Santiago*

The membership-based warehouse club model does not have a presence in Chile; however, it is expected to enter the country in the near future

Convenience Stores

The convenience stores market in Chile has grown significantly in the last five years. According to *Euromonitor International*, sales reached $487.4 million in 2024, representing a 6.1 percent increase driven by busy consumer lifestyles, greater mobility, and rising demand for last-minute purchases. This channel is expanding rapidly in high-traffic urban areas, offering extended operating hours and directly competing with small local grocers. These retailers focus on high-traffic locations to cater to on-the-go consumers, offering a wide variety of snacks, beverages, basic groceries, personal care items, ready-to-eat meals, bakery products, and tobacco. In response to evolving consumer preferences, many convenience stores expanded their offerings to include healthier snack options and fresh produce products. Consumers favor functional and recognizable brands that simplify quick purchase decisions, while suppliers benefit from higher margins compared to supermarkets due to the smaller, impulse-driven nature of transactions.

The market is characterized by a mix of forecourt retailers (convenience stores at gas stations), such as *Copec*'s *Pronto* and *Aramco*'s *A Stop by Aramco*, and standalone chains like *FEMSA's Oxxo* and *Cencosud's Spid*. *Oxxo* from *FEMSA Comercio S.A.*, a Mexican company, was the leading player in 2024, with a retail market share of 36 percent, while *Pronto* from *Cía de Petroleos de Chile Copec S.A.* ranked second in overall convenience retailers, and retained its leadership of forecourt retailer.

Major chains like *Oxxo* and *Copec* streamline their operations through centralized purchasing and import systems, while smaller independent stores rely on local distributors for their supply needs. This efficient sourcing model supports the continued growth and competitiveness of the convenience market in Chile.

Most convenience stores are located within gas stations throughout the country. These convenience stores are commonly found along major routes and in cities across Chile, providing travelers with quick access to essential products and fast food. The top convenience stores located in gas stations are:

- *Pronto* and *Punto* operated by *Copec*, one of the largest and most recognized in the country,
- *A Stop by Aramco* (former *Spacio 1* from *Petrobas*), operated by *Aramco*, and
- *Upa*! operated by *Shell*

Online Grocery Sales and On-Demand Delivery Formats

Retail e-commerce rebounded strongly in 2024 with 12.0 percent growth, reaching $7.43 billion. Food e-commerce was a primary driver, growing 18.6 percent to become the largest product category online with $1.9 billion in sales. Consumers are accustomed to the convenience and selection of online platforms, often leveraging them to find products unavailable in stores.

Marketplaces like *MercadoLibre* are dominant, but retailers' own platforms are also strong competitors, often using third-party apps like *Rappi* for delivery.

Main supermarket chain in Chile implemented their own online grocery delivery stores and apps. *Walmart Chile* implemented *Lider.cl*, a pick-up and delivery service. *Jumbo* developed its own on-demand grocery delivery platform, *Jumbo.cl*, *SMU* implemented *Unimarc.cl* and *Tottus* implemented *Tottus.cl App*.

The main apps that offer online grocery sales in Chile are:

- *PedidosYa* from Uruguay offers restaurant delivery services and on-demand grocery shopping.
- *Rappi* from Colombia offers restaurant delivery and offers on-demand grocery delivery.
- *UberEats* from the United States focuses on restaurant deliveries and on-demand grocery delivery services.

Small Local Grocers

In 2024, Chile's small local grocers experienced a modest sales recovery of 3 percent since 2023, but the channel continues to face significant long-term challenges. With a flat compound annual growth rate (CAGR) from 2019 to 2024 and a projected decline in the coming years, these stores are under pressure from the pricing power of larger retail chains, the rapid growth of discounters, and limited access to financing for expansion and innovation. Despite these obstacles, small grocers remain vital to their communities, particularly in rural areas and secondary cities, where they fulfill daily consumer needs.

This highly fragmented channel consists of over 174,000 independent, family-run stores. These stores account for 18.75 percent of Chile's food retail sales. The main characteristic of these stores is that they offer mainly food, cleaning, and beverage products to satisfy the consumption needs of middle and low-income areas. These shops are known for their friendly and familiar atmosphere, with owners and staff building strong relationships with their regular customers. These businesses typically operate with limited storage space and purchase inventory in small quantities, prioritizing products with strong local demand, smaller case packs, and brands supported by wholesaler promotions. Personal relationships with distributor sales representatives play a critical role in their purchasing decisions. However, owner margins are often tight due to higher wholesale costs compared to larger retail chains.

One of the reasons why small local grocers continue to thrive in Chile is their ability to adapt to the specific needs of the local community. They often stock products in high demand by the residents in their area, which may vary depending on the location. Additionally, many small local grocers offer credit or informal payment arrangements to loyal customers, allowing them to purchase goods on credit and pay later. Regarding their products, 96.39 percent sell groceries, packaged food, and candy, 93.98 percent sell cleaning products, 87.75 percent sell bread and cold meats, and 86.75 percent sell beverages and alcohol. Most of these independent stores get their products at discount prices from wholesalers. These retailers do not usually carry imported packaged products.

According to the *Asociación Chilena de Ferias Libres* (Chilean Association of Open Markets), open markets distribute 70 percent of the local production of fruits and vegetables in Chile.

Section 3: Competition

Chile is an exciting market for U.S. consumer-oriented products, that is, final goods that are high-value and ready for sale to the consumer. In 2024, consumer-oriented agricultural exports summed $562 million, comprising over 62 percent of all agricultural exports. Competition from MERCOSUR and regional suppliers remains fierce for consumer-oriented products, grains, soybean products, and pet food.

In 2024, the top suppliers of consumer-oriented agricultural products to Chile were Brazil, Paraguay, Argentina, and the United States (See Figure 1).

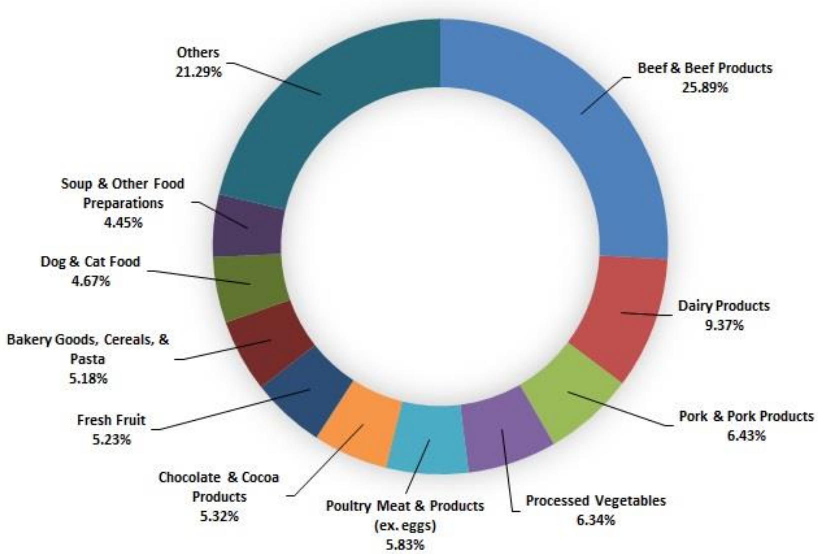
- Brazil was the top supplier of consumer-oriented products with a market share of 25.18 percent. Top Brazilian exports to Chile are beef, pork, poultry, chocolate (cocoa products), and pet food.

- Paraguay is the second largest consumer-oriented products supplier to Chile, with 11.52 percent market share after Brazil. Paraguay's main export to Chile is beef, which is very price-competitive in Chile.

- Argentina was the third largest supplier of consumer-oriented products to Chile with a market share of 10.98 percent. Argentina's main exports to Chile include beef, dairy products, pet food, bakery goods and pasta, and processed fruits and vegetables.

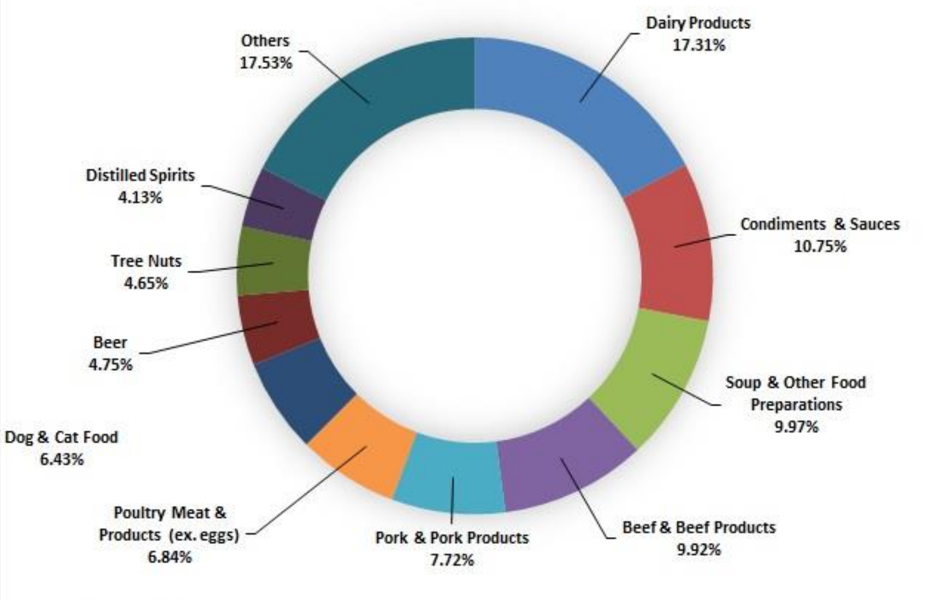
- The United States was the fourth largest supplier of consumer-oriented products to Chile with a market share of 10.48 percent. The main U.S. exports are dairy products, condiments and sauces, soup and other food preparations, beef, pork, poultry, and pet food.

Figure 2. Chile Top Consumer-Oriented Products Imported from the World in 2024



Source: Trade Data Monitor

Figure 3. Chile Top Consumer-Oriented Products Imported from the United States in 2024



Source: Trade Data Monitor

Private label is a crucial competitive tool for all major retailers, used to offer value, drive loyalty, and differentiate their offerings. Hypermarket and supermarket chains have evolved their private label lines, such as *Cencosud's Cuisine & Co* and *Walmart's Lider Selection and Great Value*, from basic staples to include innovative, gourmet, and niche products. While specific market share data for private label vs. branded products is not available evidence consistently points to the growing importance and consumer acceptance of private label products as a key price differentiator in a value-conscious market. This trend presents a significant opportunity for U.S. manufacturers to supply these programs.

Section 4: Best Product Prospects

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

Products Present in the Market with Good Sales Potential

- Distilled Spirits
- Dog and Cat Food
- Food Preparations
- Beer
- Chocolate and Cocoa Products
- Condiments and Sauces
- Ice Cream
- Cheeses
- Beef and Beef Products
- Pork and Pork Products

- Tree Nuts
- Condiments and Sauces
- Bakery Goods, Cereals, and Pasta

Products Not Present in Significant Quantities, But Which Have Good Sales Potential

- Soybean Oil
- Beef and Pork Sausage
- Fresh Vegetables
- Sugar, Sweeteners, and Beverage Bases
- Eggs and Products
- Confectionery
- Pulses
- Processed Fruit and Vegetables
- Vegetable Oils

Product Not Present in Market due to Significant Barriers

Products do not face significant trade barriers to enter the Chilean market. On the contrary, the high number of free trade agreements covering 65 markets, make Chile one of the most open economies in the world where food products from all over the world are offered to consumers.

Section 5: Key Contacts and Further Information

Chilean Supermarket Association (ASACH) Address: Av. Vitacura 2771, Las Condes, Santiago Tel.: +56 2-2236-5150 Web Page: www.supermercadosdechile.cl/	**SEREMI de Salud (Chile's Food Sanitation Regulations)** Address: Pedro Miguel de Olivares 129, Santiago Tel.: +56 2-2576-4989 Web Page: www.asrm.cl
National Chamber of Commerce (CNC) Address: Merced 230, Santiago Tel.: +56 2-2365-4000 Email: cnc@cnc.cl Webpage: www.cnc.cl	**Instituto Nacional de Estadísticas – INE (National Institute of Statistics)** Address: Av. Presidente Bulnes 418, Santiago Tel.: +56 2-2892-4000 Email: ine@ine.cl Webpage: www.ine.cl

Agricultural Affairs Office in Santiago, Chile Physical Address: Av. Andrés Bello 2800 – Las Condes Santiago, Chile http://www.fas.usda.gov	Phone: (56 2) 2330-3704 Email: agsantiago@usdas.gov

Attachments:

No Attachments