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GAIN Report

Global Agricultural Information Network

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Hot dogs and soft drinks selling fast in Chilean supermarkets

Report Categories:

Agriculture in the News

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Report Highlights:

Demand for beer has seen largest growth over the past five years.

General Information:

Six years into a study by Chilean Supermarkets Association (Supermercados de Chile A.G. - ASACH) and market research company Nielsen, results show that hot dogs, soft drinks, chicken, cheese, beer and yogurt are the best-selling items in Chile's 1,157 supermarkets.

The study recorded the sales of 164 types of products.

The top three products -- hot dogs, soft drinks and chicken -- have remained at the top of the list since the beginning of the study. Three years ago hot dogs replaced soda in the number one spot.

The remaining seven places in the top 10 rankings have been less stable.

Beer jumped from 10th place in 2006 to fifth place in 2011, likely a result of the recent introduction of new brands and artisan beers in local supermarkets.

According to another study by the same companies, between January and June this year sales increased 6.6 percent in comparison with this same period last year. Researchers expect the total increase of 7 percent from 2010 to 2011.

The categories that have seen most growth this year have been pots and pans, baby formulas, gummy candies, energy drinks and yogurt.

Susan Carey, president of ASACH, told El Mercurio that as rising incomes allow higher spending, consumers are buying more non-food products, convenience items like frozen foods, and foods marketed as healthy.

Carey added that in coming years they will also focus more on "light" or "diet" foods in major categories of the study.

By Anna Pope (editor@santiagotimes.cl)

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