

EMBASSY OF INDIA
SANTIAGO

CHILE
COFFEE MARKET SURVEY
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Commissioned from Ms. Carmen Fuentealba
On behalf of the



सत्यमेव जयते

Economic Diplomacy Division
Ministry of External Affairs

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INTRODUCTION

This market survey aims to provide relevant information on the coffee market in Chile so that Indian exporters may get a deep understanding of it and may also develop and execute a successful market entry into Chile.

The survey includes quantitative information such as market size and imports and exports statistics, among other data. It also contains qualitative information about companies, products, consumer habits, entry and registration product requirements, etc.

1. Coffee Market Overview

1.1 Chilean coffee market size and share

Chilean hot beverage market has been traditionally dominated by tea. The country has a long tea drinking culture, coming from the influence of British immigrants arrived by the mid-nineteenth century. As a result, today, Chile is the fifth largest consumer of tea in the world, and by far the largest consumer of in Latin America, with more than 400 cups per capita per year.

Despite the traditional pre-eminence of tea, the demand for coffee in Chile is steadily growing, gaining market in part at the expense of tea. Total sales of coffee ¹ increased by 9% in the period 2019/24, while tea sales decreased -14.5%.

Currently, Chile ranks 36th in the world and 3th in Latin America in coffee consumption per capita, with 0.4 cups per day, that is, about 146 cups per year.

At present, coffee market size (retail sales) is estimated in 9.8 M metric tonnes (volume) and US\$ 528 million (value). See charts below (volume and value).

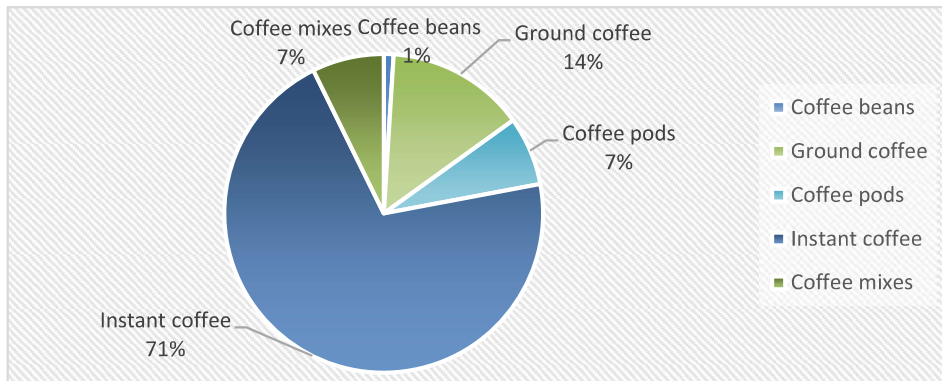
RETAIL SALES OF COFFEE BY CATEGORY – Volume in tonnes

	2020	2021	2022	2023	2024
FRESH COFFEE	1,696.6	1,849.4	1,948.9	2,005.3	2,164.9
Coffee Beans	86.8	95.0	100.0	98.5	99.4
Ground Coffee	1,120.7	1,181.0	1,227.7	1,270.7	1,380.0
Coffee Pods	489.1	573.4	621.3	636.2	685.5
INSTANT COFFEE	7,740.5	7,229.0	7,319.5	7,480.4	7,652.0
Standard Coffee	6,958.6	6,436.4	6,574.8	6,752.7	6,936.5
Coffee Mixes	781.9	792.7	744.7	727.7	715.5
TOTAL	9,437.2	9,078.5	9,268.4	9,485.7	9,817.0

Source: Euromonitor

¹ Source: Euromonitor. Includes retail and foodservice sales.

RETAIL SALES OF COFFEE – SHARE BY CATEGORY – 2024 Volume in tonnes



Source: Euromonitor

In terms of retail sale volume, the fresh coffee category has steadily grown (+28% within the last 5 years), in line with the shift in consumer preferences towards specialty coffee. In particular, coffee pods have importantly increased their sales (+40% in 5 years). Pod machines have become more accessible to consumers, as well as pods themselves, with several brands and varieties available in the market.

Instant coffee continues to be the most important category but its sold volume has remained flat within the last 5 years. In 2024, this category represented 77% of total retail sale volume, being the standard instant coffee the main one (71%). It is important to mention that instant coffee brands – which traditionally were just a few with limited alternatives to consumers – are currently offering a wide variety of formats and characteristics (origin, roasting profile, etc.), making them attractive to consumers seeking for best taste and aroma, but also for practicality.

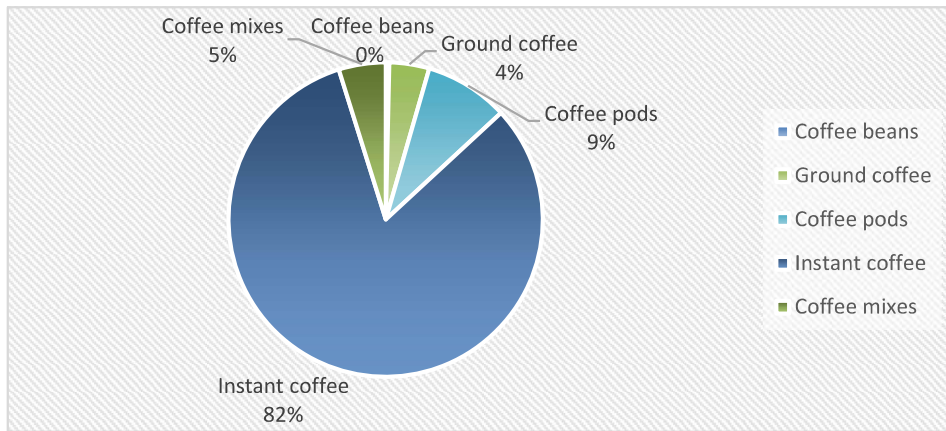
In the fresh coffee category, main product was the ground coffee, representing 14% of total.

RETAIL SALES OF COFFEE BY CATEGORY – Value in US\$

	2020	2021	2022	2023	2024
FRESH COFFEE	29.041.237	37.767.010	49.919.588	63.108.247	69.259.794
Coffee Beans	1.165.979	1.352.577	1.612.371	1.955.670	2.011.340
Ground Coffee	11.638.144	13.001.031	15.328.866	19.546.392	21.610.309
Coffee Pods	11.638.144	23.413.402	32.884.536	41.604.124	45.638.144
INSTANT COFFEE	254.011.340	266.162.887	348.589.691	439.787.629	458.754.639
Standard Coffee	237.090.722	247.372.165	327.487.629	414.382.474	433.326.804
Coffee Mixes	14.794.845	18.790.722	21.102.062	25.405.155	25.427.835
TOTAL	283.052.577	303.929.897	398.509.278	502.895.876	528.013.402

Source: Euromonitor

RETAIL SALES OF COFFEE – SHARE BY CATEGORY – 2024 Value in US\$



Source: Euromonitor

In terms of value, all coffee categories have significantly grown. Apart of higher sold volumes, a key factor of this increase has been the global coffee prices raise, impacted by unfavourable weather conditions in growing regions. Another factor has been the premiumization of consumer preferences toward products of higher price, as is the case of specialty fresh coffee, high-quality instant coffee and coffee pods.

As well as for volume, instant coffee is, by far, the main category (82%) in terms of value, followed by coffee pods (9%).

1.2 Coffee Imports

Chile does not cultivate coffee, therefore fully depends on imports.

Green coffee beans are imported by local roasters, in small batches or micro lots (specialty coffee) or in bigger sale units, as is the case of the big local processors. Roasted coffee (beans or ground) is imported to be repacked locally, but also as a main ingredient for other preparations, like coffee mixes. Chile also imports finished coffee products, such as widely-known international brands (i.e. Juan Valdez, Starbucks, Lavazza, etc) and some RTD preparations.

Import statistics contained in this section correspond to the following products, with the respective Harmonized System (HS) code under which they are classified in Chile:

Chapter/code	Description
09.01	Green coffee 11.00 Coffee, not roasted, not decaffeinated 12.00 Coffee, not roasted, decaffeinated Roasted coffee 21.10 Coffee, roasted, not decaffeinated 21.90 Other, roasted, not decaffeinated 22.00 Coffee, roasted, decaffeinated 90.00 Other
21.01	Instant coffee ² 11.10 Instant coffee, unflavoured 11.90 Instant coffee, other Preparations and mixes 12.00 Preparations with a basis of coffee

The following chart shows the total imports of coffee (in value) within the last 5 years, by type of product:

TOTAL IMPORTS OF COFFEE PRODUCTS - US\$ CIF Value

	2020	2021	2022	2023	2024
09.01.11.00	20.317.836	24.814.306	30.494.778	43.114.982	53.984.623
21.01.11.10	27.949.581	41.240.704	26.472.031	32.313.227	51.566.317
09.01.21.90	18.246.495	33.002.745	41.162.872	37.565.891	45.252.475
21.01.12.00	6.596.106	12.353.575	14.696.016	12.555.505	9.188.384
21.01.11.90	3.680.348	6.861.511	18.725.053	10.228.210	7.814.784
09.01.21.10	2.465.799	5.036.014	6.819.535	6.819.010	6.917.555
09.01.12.00	3.708.416	3.992.637	8.088.238	5.151.547	3.242.819
09.01.22.00	804.349	1.531.581	1.624.988	1.464.740	1.560.884
09.01.90.00	118.664	2.970.796	941.351	124.380	194.967
TOTAL	83.887.590	131.803.870	149.024.863	149.337.493	179.722.809

Source: Chilean Customs Statistics

As seen in the above chart, in 2024 coffee total imports reached about US\$ 180 million (CIF value). Within the last 5 years, they have steadily increased in terms of value, explained by

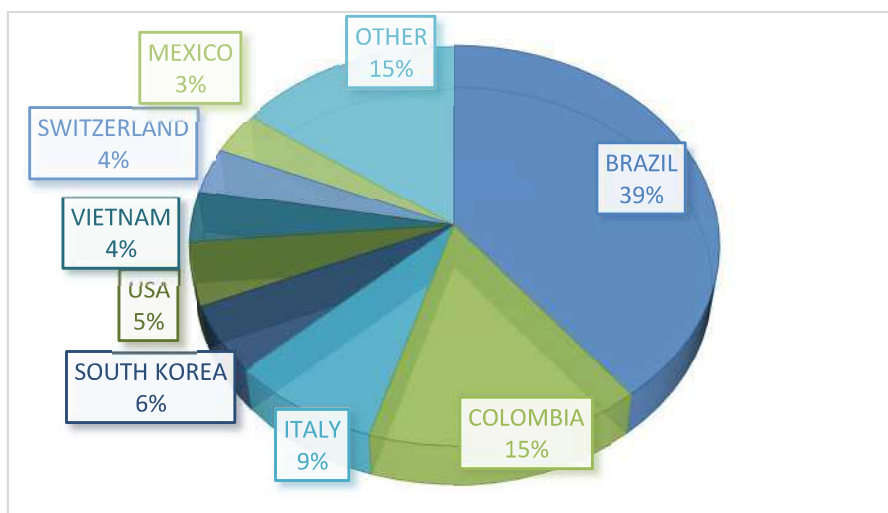
² Until 2021, instant coffee was classified under 5 different HS codes. A further Customs modification gathered them in two HS codes.

a higher volume of product - boosted by the increasing internal demand - but also to the important raise of coffee international prices.

In 2024, almost 30 % of imports corresponded to green non-decaffeinated coffee, followed by non-flavoured instant coffee (28.7%) and roasted non-decaffeinated coffee (25.2%). These 3 product categories represent about 85% of total coffee imports and are also the ones with the highest growing rates.

Regarding the country of origin of Chilean coffee imports, around 54% come from Brazil and Colombia. Both are among top producing countries and are located in South America, facilitating transportation and at lower cost. Italy and South Korea rank in 3rd and 4th places respectively, even that neither of them cultivate coffee, but are reputed roasters and have a dynamic coffee culture. Chile has Free Trade Agreement in force with these 4 countries; therefore, imports are exempted of duty taxes.

COFFEE IMPORTS BY COUNTRY OF ORIGIN - 2024



Source: Chilean Customs Statistics

India has a growing coffee industry and ranks among the top ten coffee-producing countries. But, in the case of Chile, imports have been insignificant. In 2024, they registered just 33 kg, valued in US\$ 1.443 (CIF).

1.3 Market Prospects

Most research and consulting companies concur that Chilean coffee market will continue steadily growing, in terms of value and volume. According to Euromonitor, the market value size is expected to grow at a CAGR of 5.8 % between 2024 and 2029. Expert Market Research (EMR) forecasts a CAGR of 4.0% between 2025 and 2030, while Strategy Expert Group predicts an even better rate of 9% in the same period.

The Chilean coffee market is expected to grow from US\$ 528.0 million in 2024 to US\$ 700.9 million by 2029. In terms of volume, the market is set to accelerate from 9.8 M tonnes in 2024 to 12.2 M tonnes in 2029.³

Instant coffee will continue to hold the main portion of the market, but its pre-eminence would slowly decrease, moving from 77% in 2024 to 75% in 2029 of value market share.

Coffee pods and fresh ground coffee – even representing a relatively small market share - are expected to be – according to the experts - the best performers in the short-to medium term. It is forecasted a 2024-2029 CAGR (value) of 8.4 and 8.9%, respectively. In terms of volume, these two categories would also lead the coffee market growth, with a CAGR of 8.6 and 6.1%.⁴ Both - coffee pods and fresh ground coffee - reflect the raising consumer demand for premium fresh coffee and for convenience and time-saving alternatives.

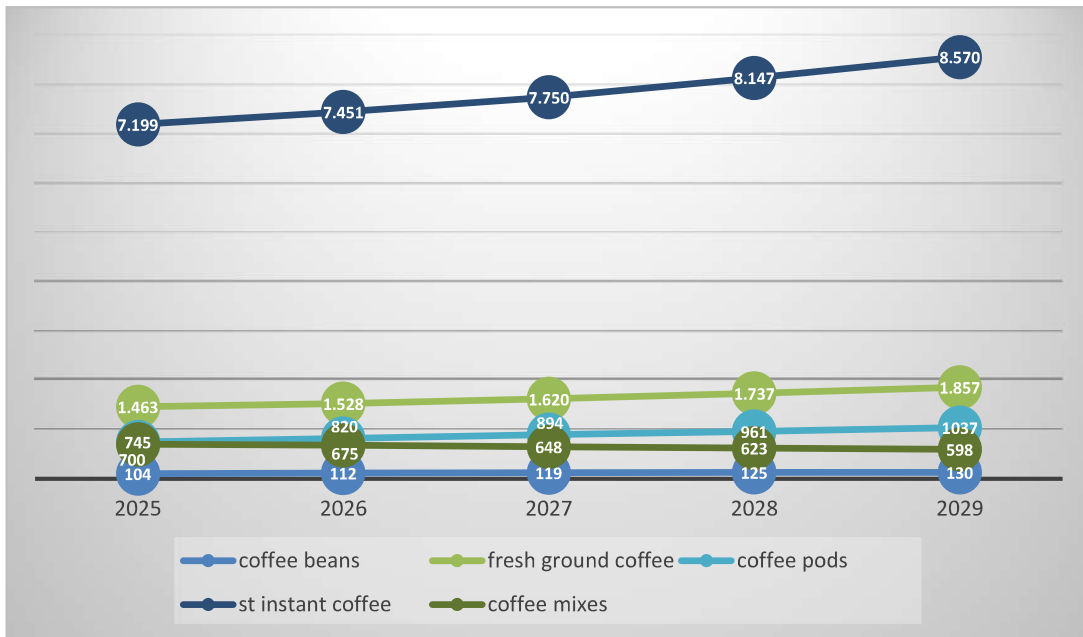
Consequently, experts also agree that green coffee will also grow, driven by the demand of the local roasters, who process the green coffee to satisfy the increasing demand of fresh ground coffee and roasted coffee beans.

The following carts show the forecast of retail sales for the period 2025-2029, in terms of volume and value.

³ Source: Euromonitor

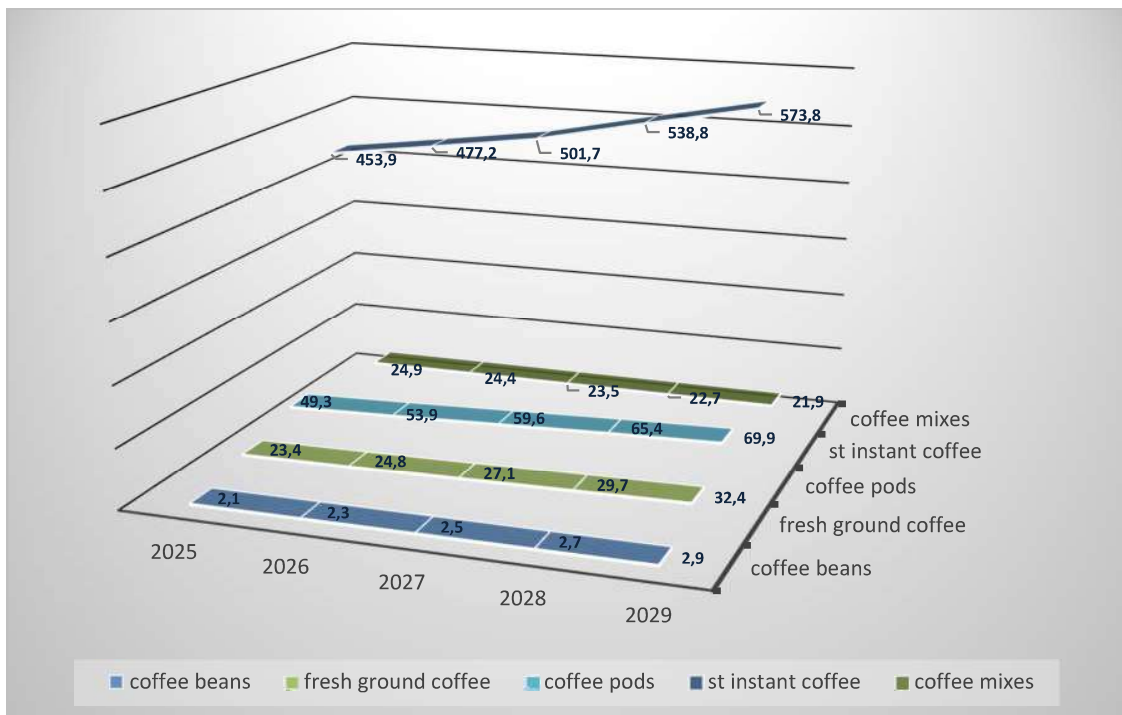
⁴ Source: Euromonitor

FORECAST RETAIL SALES OF COFFEE: Volume in tonnes



Source: Euromonitor

FORECAST RETAIL SALES OF COFFEE: Value in US\$



Source: Euromonitor

2. Consumer Characteristics

2.1 Consumption habits and lifestyle

According to recent research⁵, 73% of Chileans drink coffee at least once a week and 43% at least one cup per day. In average, they consume 10 cups per week. About 30% usually add milk to their coffee, while 22% prefers black coffee (no sugar, no milk).

For Chileans, main reasons to drink coffee are because they like the way it tastes (58%) and to feel more energetic or stay awake (33%). But also, for many Chileans, to drink a coffee is a pleasant and relaxing moment that brings mindfulness and joy. It is also an important social gathering occasion for connecting and sharing with family, friends and co-workers.

In the past, almost 100% of the coffee consumed by Chilean families was regular instant coffee. Even more, coffee substitutes made from barley or fig were quite popular among low-income households. But along recent years, several Chileans have shifted to instant coffee of superior quality, fresh ground coffee, fresh coffee beans and pods. Many of them consume more than one type of coffee, depending on the occasion and availability.

Currently, 66% of Chileans consume regular instant and 28% freeze-dried instant coffee. Besides, 28% prefers fresh coffee and 10% coffee pods. In ABC1 socioeconomic groups, the consumption of fresh coffee and pods is higher (37 and 16%, respectively), as well as among 31 to 50 years-old consumers.

Coffee has been mainly consumed by adults, with about 54% of Chileans over 31 years-old drinking coffee almost every day. In the past, coffee was considered non-adequate for children and young people, because of its stimulant effect. But currently, about 29% of population under 30 years of age drink coffee almost daily and 35% take it 3 to 5 days per week. According to local experts, international brands- such as Starbucks, Juan Valdez and Marley Coffee – have fuelled the develop the young generation segment, offering sweet and customizable drinks at their coffee shops, together with an intense social media presence. The Chilean young coffee drinker prefers cold sweetened coffee drinks, with milk and/or cream and syrup flavoured.

The COVID-19 pandemic was key in this shift in consumption habits towards better quality coffee. The impossibility to visit a coffee shop or to access the office coffee machine, motivated several households to invest in a coffee machine. Many Chileans also shifted to premium coffee, as a way to pamper themselves during lockdown with a superior-price, but

⁵ Chile Coffee Habits – 2025 – CORPA Market Intelligence

still affordable product. The rise of at-home brewing – intended to replicate the beverages enjoyed at specialist coffee shops - changed how people enjoy coffee and elevated coffee knowledge among consumers.

So, coffee machines – more and more accessible to a wider range of households - have become part of the daily lives of many coffee consumers. Even in current times of economic crises, it is unlikely that these consumers return to a less sophisticated format, but maybe to more affordable coffee alternatives, such as private label and retail brands.

According to experts, espresso and drip coffee machines are the most used in Chile. Chileans prefer to buy grounded fresh coffee (approx. 68% of total sold volume) due to its practicality and ease of use. Even though, bean-to-cup and pod coffee machines are gradually gaining space due to their functionality and better capacity of keeping coffee flavour and aroma.

Home continues to be the most usual place to take coffee (89%), followed by the workplace (38%) and coffee shops (20%). Post-pandemic remote work and hybrid work models have contributed to foster even more at-home coffee brewing.

In Chilean households, it is good manners and common to offer a hot drink (coffee or tea) to visitors and a premium coffee has become for some a way to show sophistication and status. Besides, the mid-afternoon tea break (locally called “la once”) – a tradition widely adopted by Chilean households until today – also usually includes coffee as beverage, together with tea.

Nevertheless, the number of speciality coffee shops has significantly increased, in parallel to in-house coffee consumption raise. Nightlife in restaurants and bars has decreased due to economic constraints and security concerns. Instead, many Chileans are preferring to socialise during the day in coffee shops, that offer premium beverages and high-quality food preparations and pastries in a relaxed and modern ambiance, at a still affordable price.

Chilean consumers are more conscious about their wellness and healthcare. There is a fast-growing market for healthy and functional food. Chile has high overweight and obesity rates, ranking first in South America and 5th among OECD countries⁶. Besides, cardiovascular diseases and cancer are the main causes of death. Coffee cognitive benefits and antioxidant properties to potentially prevent diseases have been a key factor to make it even more popular among wellness conscious consumers, who view coffee as both a functional and indulgent beverage.

⁶ Source. 2025 Health at a Glance - Organization for Economic Co-operation and Development (OECD)

Finally, Chileans drink more coffee during winter. Even though, according to experts the seasonality is not prominent (about 15% less consumption during summer). Cold coffee - including iced coffee and cold brew, affogato and Frappuccino - is gaining significant popularity, especially among the younger generations. This has flattened the consumption coffee curve along the year.

2.2 Preferred roasting profiles and bean types

Most experts agree that – with the exception of a small niche of connoisseurs – Chileans are still not fully aware of the different roasting profiles and of the characteristics of each one. It is still unusual that the average coffee drinker asks for a specific type of roasting, when buying a pack or having a cup at a coffee shop.

This said, experts also agree that medium-roasting coffee is the most sold in Chile, because it offers a good balance of flavour and body, with a medium amount of caffeine. It seems that Chileans does not appreciate “bitter” flavours in coffee, as evidenced by the fact that 46% of them add sugar and 33% sweetener to their cups⁷.

Related to coffee varieties, experts agree that Chilean coffee drinkers prefer arabica, because of its smooth, sweet and mild taste. Robusta is seen as lower-grade coffee, associated with instant coffee and with bitter and burnt taste notes. Despite of this, roasters often add robusta beans to espresso blends, for a stronger result and to increase the quantity of caffeine. Even though, preferences for one or the other type of coffee bean should be considered just as a general perception, given the already explained lack of expertise of most Chilean consumers.

2.3 Coffee Standards and Certifications Awareness

2.3.1 Environment and sustainability certifications

While much remains to be done, Chile is maybe the leading Latin American country in terms of sustainability. According to the 2025 UN - Ranking of Sustainable Development Goals Report, Chile ranks 35th in the world, surpassing all Latin American countries.

Environment awareness is growing fast in Chile, especially among the younger generations. Chileans are particularly sensitive to environmental problems, probably because they are

⁷ Source: “Coffee in Chile: habits, brands and truth behind flavour” – Corpa Research- April 2025

frequently exposed to natural disasters (floods, volcanic eruptions, earthquakes, etc), to drought in the central zone and to visible effects due to the climate change.

However, this environment and sustainability concern in its broadest sense, has not yet materialized in a profound change in lifestyle and consumption. The price of sustainable products is perceived as the main barrier (60%) to change purchasing habits, followed by the lack of information (52%).⁸

About 72% of Chilean consumers declare that they are willing to pay more for sustainable products and services⁹. Nevertheless, there is a general consensus that this “wishful thinking” is not fully reflected in their buying decisions (a “say-do gap”), confronted with the financial constraints most Chilean families are facing in current times of economic crisis.

In this framework, environment, social and sustainability certifications – such as VSS Certificate, Deforestation-free tag, Fairtrade, Rainforest Alliance, Traceability Certificate, etc – are well perceived and valued attributes for most coffee consumers. They allow Chilean specialty coffee roasters and coffee shops to guarantee the quality of the beans and to build consumer trust through showing a commitment to ethical and sustainable practices. However, only a still small group of consumers is ready to pay a premium price for them.

2.3.2 Coffee origin and varieties

As said before -with the exception of a small but growing segment of consumers - most Chileans are not fully aware of the different characteristics (varieties, origins, altitudes, processing methods, terroir, etc) of the coffee they buy and drink.

But things are slowly changing. Different initiatives, such as the rise of specialty coffee and coffee -related events (fairs, tasting sessions, workshops, etc) are creating awareness and interest about fresh roasts and coffee quality. Many roasters and coffee shops are actively involved in educating consumers and communicating them the unique story and origin of their coffee. This not only raised awareness of specialty coffee, but it also improved consumer knowledge and skills on how to prepare by themselves a good coffee.

Some of the bigger brands - such as Juan Valdez, Marley Coffee and Starbucks - are also contributing to a better knowledge of coffee characteristics offering different alternatives in their coffee shops and retail.

⁸ Source: Corporate Sustainable Development Monitor – Ipsos 2022

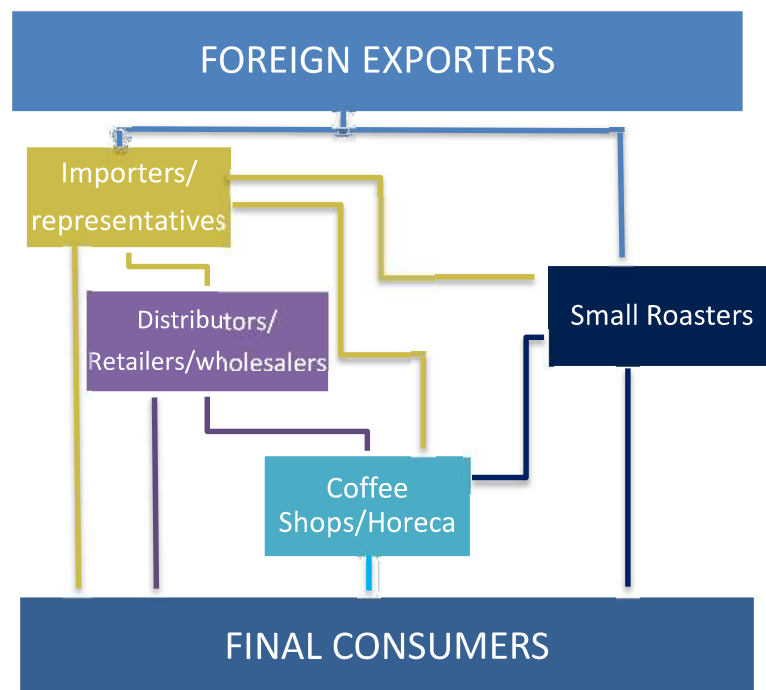
⁹ Source. PWC Chile 2023

3. Competitors and Distribution Channels

3.1 Distribution channels and value chain

The coffee value chain in Chile is relatively short and non-hierarchical, as there are many interrelations between the actors that participate from the product import to its consumption.

The following chart shows the flow of coffee distribution in Chile and its main players:



3.1.1 Importers and representatives

3.1.1.1 Importers

This group is composed by companies that import coffee in bulk to supply roasters and coffee shops or to sell under their own brands.

This includes well-known multinational brands having presence in the market through subsidiaries/local offices (i.e. Juan Valdez, Nestlé, Caffesso), but also companies that have developed local brands (i.e. Comercial Caribe, Café Haiti, Tres Montes-Luchetti, Prosud). See point 3.2.

Some of them import only finished product, but others conduct some local processing, such as grinding, roasting and packaging.

Usually, these importers mainly sell their products through distributors, wholesalers and retailers. But some of them also supply to coffee shops and to the Horeca channel. Moreover, some have developed the institutional market supplying offices and companies and including product and equipment rental (i.e. vending machines).

3.1.1.2 Representatives

This group is composed local companies importing and distributing international brands, conducting the whole product supply process.

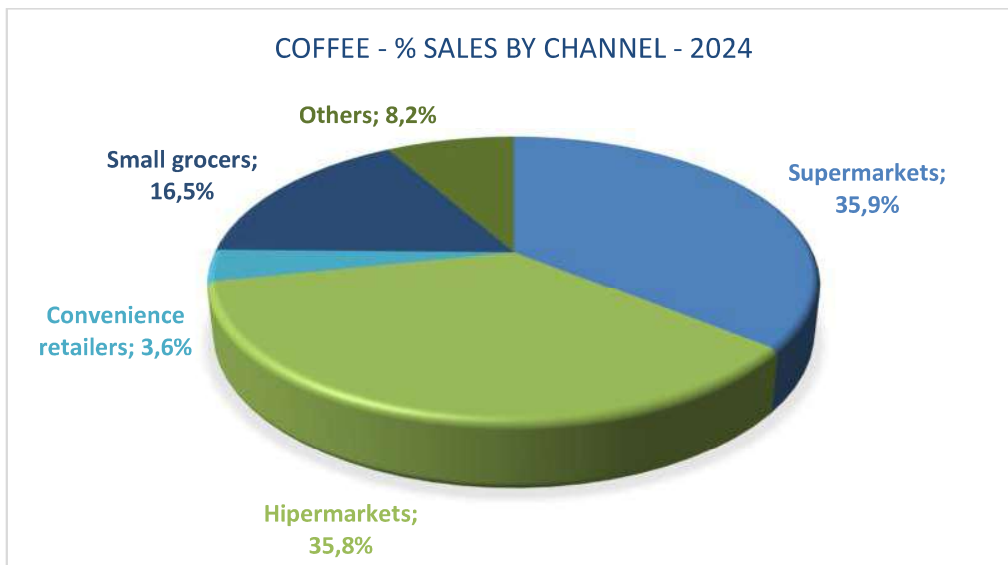
They buy the products to the foreign producers they represent and are responsible of importing them and conducting custom clearance formalities. They are also in charge of the storage, internal transportation, sales and promotion and customer service. Accordingly, they assume almost all the risk of product operation in Chile.

Chilean food and beverage representatives are quite concentrated and usually manage a wide range of products. This segment has important entry barriers, inasmuch as the strict sanitary and health requirements food products must comply with and the existence of big importers which dominate the market.

In general terms, food and beverage representatives prefer to work with well-known foreign brands (i.e. are already present in several countries), as it makes much easier and faster to introduce them into the local market and to create awareness among consumers.

3.1.2 Distributors and retailers

Main distribution channels for coffee to final consumers are Supermarkets (35.9%) and Hypermarkets (35.8%). The pre-eminence of these two big retailers -representing together almost 72% of total coffee retail sales - is because they are the main distribution channel of instant coffee that, as said in point 1., represents almost 77% of the market.



Source: Euromonitor

One characteristic of the supermarket and hypermarket channels is its high concentration. Almost 97% of the market belongs to 4 chains, totalizing around 1.200 outlets all over the country. Walmart and Cencosud are the main ones, with a market share of aprox. 44% and 29%, respectively.

Given the relevance of the category and its product insertion rate in Chilean households, coffee has a significant presence in shelves. Supermarkets and hypermarkets usually show a wide range of coffees of different brands, formats, varieties and prices. Some of them also import coffee finished products, to sell under their private labels.

By the other hand, main coffee brands use to invest in trade promotion activities (such as special exhibitions, price promotions, POP material, etc.) in order to maintain brand visibility at points of sale.

3.1.3 Small roasters

This group is composed by small local companies that roasts and/or grind coffee, often distributing to coffee shops, restaurants, hotels, and other businesses (B2B). They also typically sell coffee directly to consumers in the form of whole beans or ground coffee bags (to be brewed at home). Some of them, also drive a coffee shop. See point 3.2.

Usually, roasters import green coffee beans in small batches directly from producers or distributors abroad. They also supply from some local importers. See point 3.2.

3.1.4 Coffee shops and HORECA

Most coffee shops buy their coffee to importers, roasters or distributors. Only some of them import it directly, as it is the case of multinational coffee shops (i.e. Starbucks, Dunkin Donuts, et.), as well as roasters owning foodservice outlets.

It is estimated that 3.200 coffee shops were operating in Chile in 2024 and that this number grows at a rate of 2 to 3% each year. Even if they require an important initial investment, the relatively low operational requirements and high profit margins make coffee shops very attractive for new entrepreneurs. Nevertheless, it is worth mentioning that – as same as in the case of other types of foodservice business in Chile – experts estimate that about 40-50% shut down within the first year of operations

According to Euromonitor, coffee and tea shops retail sales reached US\$ 515.8 million in 2024, almost 25% more than pre-pandemic sales. From them, the segment of specialty coffee and tea shops represented almost 40% in 2024, compared to 26% in 2019.



Source: Euromonitor

Besides, independent coffee shops represented almost 57% of total sales, while the remaining 43% corresponded to chained coffee shops. Sales of these latest are strongly concentrated in two multinational brands: Starbucks and Dunkin Donuts, with 62.1 and 19.8% of market share, respectively.

3.1.5 Other distribution channels

In Chile, the COVID-19 pandemic boosted a massive shift toward digitalization and transformed e-commerce from an option to a must for coffee businesses and consumers for basic survival. It dramatically changed consumer purchase habits in a way that, after the return to normalcy, the coffee online sales had continued to steadily grow.

Currently, almost all coffee companies are selling online -as a mono or omni channel sales strategy- through their own e-commerce web sites or marketplace platforms.

Besides, coffee subscription services have become very popular among coffee lovers, allowing them to receive on a regular basis different types of fresh coffee or pods, customized or not. The service is offered directly by roasters or by a third party that selects and delivers coffees from different sources.

3.2 Main companies and leading brands

As said before, instant coffee represents most of retail sales, so it comes as no surprise that the main market players are companies whose main coffee sales correspond to this product category.

This is the case of Nestlé and Tres Montes-Luchetti (Nutresa), that together represent almost 49.3% of the retail value market. Both are multinational companies, with presence in several countries and selling different coffee brands in the Chilean market. For some of their brands/products, both companies conduct locally some product processing of the coffee they import - such as grinding, roasting and packaging - as well as mixing it with other ingredients to produce coffee mixes.



Source: Euromonitor

Following are the coffee brands sold/represented/distributed in the Chilean retail by the above companies:

Nestlé www.nestle.cl	<ul style="list-style-type: none"> • Nescafe • Nespresso • Dolce Gusto • Starbucks 	PROCAFECOL www.juanvaldez.cl	<ul style="list-style-type: none"> • Juan Valdez
Tres Montes Luchetti www.tmluc.com	<ul style="list-style-type: none"> • Monterrey • Tempo • Gold • Sello Rojo 	PROSUD www.prosud.cl	<ul style="list-style-type: none"> • Cruzeiro
COMERCIAL DICALLA www.marleycoffe.cl	<ul style="list-style-type: none"> • Marley Coffee 	CENCOSUD www.cencosud.com	<ul style="list-style-type: none"> • Jumbo • Cuisine and Co

Other relevant coffee importers and representatives and the brands they represent and/or distribute are:

Company	Type of company	Website	Brands
Walmart Chile	Supermarket chain	www.walmartchile.cl	Lider (private label)
Café Haiti	Importer	www.cafehaiti.cl	Haiti, Dolce Vita
Comercial Caribe	Importer	www.cafecaribe.cl	Caribe
Comercial FH Engel	Representative	www.fhengel.cl	Saquella
ICB	Representative	www.icb.cl	Lavazza, Copacabana
Traverso	Representative	www.traverso.cl	Melitta
Caffesso	Importer	www.caffesso.cl	Caffesso
Rentokil	Importer/ representative	www.rentokil-initial.cl	Daroma, Musetti, Origenes,
Promerco	Representative	www.promerco.cl	Jacobs

Even if Nestlé and Tres Montes- Luchetti are the leaders of the market – their coffee market share have significantly decreased within the last 5 years. In 2020, Nestlé owned 51.4% of the coffee market, but decreased to 37.3% in 2024, while Tres Montes-Luchetti, diminished from 16.4% to 12.0% along the same period.

The portion of the market left by both companies has been taken by several premium coffee companies, including local roasters and small coffee importers, reflecting the shift in the preferences of Chilean consumers toward specialty fresh coffee. Experts estimate that these quite atomized small players currently represent almost 34 % of the market.

Some of the main roasting companies are:

Roasters:

- Kawas www.kawas.cl
- Café Altura www.cafealtura.cl
- CCCR www.coffeeculture.cl
- Intenzzo www.intenzzo.cl
- Lama www.cafelama.cl
- 504 Coffee Roastery www.504coffee.cl
- Taller Café www.tallercafe.cl
- Nero Roaster www.neroroaster.cl
- Café Sin filtro www.cafesinfiltro.cl
- Café Cultura (www.cafecultura.cl)

The above roasters import by themselves green coffee beans in small batches and/or buy them to local importers. Some of the main green coffee importers (that in some cases also sell already roasted coffee, accessories and coffee machines) are:

Bulk coffee importers

- Finders Chile (www.finders.cl)
- Fincas de Mundo (www.fincasdelmundo.cl)
- Cafeteros Chile (www.cafeteroschile.cl)
- Cafeterra (www.cafeterra.cl)
- Outlet del Café (www.outletdelcafe.cl)

3.3 Pricing Structure and margins

In the coffee market, it can be said that there are different pricing structures depending on the coffee category and type of company.

As said before, the market of instant coffee is dominated by two big companies (Nestle and Tres Montes-Luchetti) that compete mainly in the supermarket/hypermarket channel, where consumers – independently of their brand preferences- can easily compare prices for similar products. Prices are then based on competitors' prices and both companies regularly monitor them. Besides, it is usual they conduct temporary price reduction and bundle promotions at main points of sale,

Despite the above, these companies also implement a multi-tier pricing strategy, with superior instant coffee products (i.e. single origin, freeze-dried, etc) at higher prices, but still affordable for many, making the upgrade feel accessible.

In the case of commercial-grade coffee (ground or bean) segment sold at the retail – with brands as Café Haiti, Copacabana and Caribe –are seen as “generic” by consumers, with no substantial differences between the different brands. Therefore, their price structure is also based in competitors' prices. Other retail brands – such as Starbucks Marley Coffee and Melitta – have a perceived-value price structure, given their better-perceived quality and brand image.

According to experts, the specialty coffee segment – composed mainly by local roasters – fix their prices taking into account two elements: a mark-up percentage applied to costs (margin pricing) and competitors prices.

Price margins in the coffee market – as well as in most industries – depend on multiple factors that interact closely between them, such as costs, market competition, customer perception and sales volume, among many others. Moreover, for a given company, margins can considerably fluctuate over time. In general, companies are not open to reveal their price margins, as they considered them as part of their competitive strategy.

This said and according to some experts, the price margin of specialist coffee roasters is estimated to range between 25 to 40%.

3.4 Alignment with the competing origin countries

As said before, only a small segment of coffee lovers can identify the attributes and characteristics of coffees from different countries of origin. Even for this segment, it could be difficult to show a clear preference for one or another, given the multiple factors affecting coffees from a specific country or region, such as growing conditions, altitude, and climate.

A market research concluded that Colombia - representing 15% of total imports - is the Chilean consumers' preferred country of origin of coffee, with 68% of preferences, followed by Brazil and Italy.¹⁰ Nevertheless, and according to some experts, this result does not necessarily reflect a preference based on taste, body, aroma and other factors, but on a greater knowledge of Colombian coffee, with which consumers are more familiar with.

Indeed, Colombia has been very successful in building worldwide a national identity around coffee and Chile was no exception. Through marketing campaigns and over the years, the country has positioned Colombian coffee as a premium and single-origin product, emphasizing also the care of its farmers. More recently, Colombia has been active in highlighting and promoting traceability and sustainability of its coffee.

Almost all Colombian coffee sold in Chile corresponds to Arabica beans (including several of its varieties). Their coffee farmers or distributors sell directly to Chilean roasters coffee of single-origins, from specific farms or micro-lots.

Coffee coming from Brazil - the main origin country of Chilean coffee imports (39%) – is Robusta and Arabica, or blends of both.

Brazilian coffee is also perceived as a high-quality product by Chilean consumers, but a step below Colombia. Robusta beans are frequently used in blends for espresso due to a heavier flavour profile.

¹⁰ Source: "Coffee in Chile: habits, brands and truth behind flavour" – Corpa Research- April 2025

3.5 Trade fairs and B2B platforms

The main fair exclusively devoted to coffee is ExpoCafe (www.expocafe.cl). This fair, held each July since 2018 in Santiago, gathers almost 180 exhibitors, most of them coffee roasters and distributors. The event, even still small - is oriented to both, professionals (B2B) and consumers (B2C) and brings together the main actors of the local coffee market. In past versions of this fair, countries like Colombia, Perú and Bolivia have participated as exhibitors to promote their brands, as well as with workshops and coffee tasting events.

The Espacio Foodservice Fair (www.espaciofoodservice.cl) is the most important food industry trade exhibition (B2B), showing the latest innovations and trends in products, services, and technologies. Even if it is not fully oriented to the coffee market, it is a key meeting point with the food and beverage importers, representatives and distributors, as well as with the Horeca channel.

In Chile, B2B platforms are not as developed as B2C and C2C ones. Recently this year, Mercado Libre - the leading B2C platform in Latin America covering 18 countries – launched a B2B platform (Mercado Libre Negocios) to streamline and professionalize wholesale buying and selling across the region, extending the company's reach beyond consumers to entrepreneurs, small and midsize enterprises (SMEs), large corporations, and government entities.

4. Import and Commercialization Formalities

Coffee products imported and commercialized in Chile should meet some formalities. Some of them are the usual to any import, but some are specific for food products and coffee in particular, necessary to their entry and further commercialization.

Although most of these formalities are conducted by the importer, it is advisable that the exporter be aware of the documentation and product requirements to fulfil the Chilean regulation.

4.1 Coffee product requirements

According to sanitary regulation (Decree Law 977/1996, articles 455 and 456), roasted coffee must meet with the following requirements, to be authorized for sale in Chile:

- 5% of brunt beans (max.)
- 1% of foreign particles (max.)
- 5% of moisture (max.)
- 0.9% of caffeine (min.) and, in the case of decaffeinate coffee, 0.1% (max.)
- 20% aqueous extract (min.)
- 5 µg/kg of ochratoxin (max.)

In the case of instant coffee:

- 5% of moisture (max.)
- 0.3% of caffeine (max.), in the case of decaffeinate coffee.
- 10 µg/kg of ochratoxin (max.)

4.2 Import procedures

For any imported product and for its further commercialization, Chilean Customs (www.aduana.cl) requires each custom entry to be supported by the following documents:

- Commercial Invoice
- Certificate of Origin, if applicable
- International Transport Document (BL, AWB, CMR, etc.)
- Packing List, when necessary
- Value declaration
- Safety certificates (i.e. phytosanitary for green coffee)

In addition to the above, health and agriculture protection authorities require some safety certificates and product information and analysis, in order to allow its entry into the country and its subsequent use, sale, consumption, transfer and disposal. For coffee, some of them are: ochratoxin analysis, moisture analysis and bromatological certificate.

Even if desirable, traceability certificates are not mandatory for coffee product import and commercialization in Chile.

All imports of a total value exceeding USD 1.000 (FOB) require the participation of a Customs Broker. Imports lower in value can be cleared directly by importers, following a simplified procedure.

The importer should be registered upon Customs and Health Authorities and the warehouse (where the products will be stored in Chile) should be previously approved.

4.3 Labelling, Packaging and Traceability

4.3.1 Food Packaging

Food packaging must be strong enough to withstand the weather conditions (heat, humidity, etc.), pilferage and handling.

In addition, food packaging materials should not transfer toxic substances and contaminants to the product they content, nor modify their organoleptic and nutritional characteristics.

Metal and plastic packaging in direct contact with food should not exceed some maximum harmful element content established by regulation. Besides, any wood packaging – such as pallets - must be treated in accordance with ISPM 15 standard.

4.3.2 Labelling

Labelling provisions are the same for both, locally produced and imported products. Food products must be labelled with general and nutritional information, according to current regulation. Product sold in bulk are exempted of this obligation.

Labels must be in Spanish, but the information may be repeated in another language. Sticker labels of adequate size may be used, but must first be approved by health authorities.

General Information Label

All food products must contain information about its content, producer, origin, expiration and instructions.

Labels must bear at least the following information:

1. Name of the food product.
2. Net content in metric units.
3. Name or company name and address of the manufacturer, packer, distributor, or importer, as appropriate.
4. Country of Origin. If the product is only repackaged in Chile, both must be indicated
5. Number and date of resolution together with the name of the health agency responsible for authorizing the establishment processing or packing the item or authorizing import.
6. Date of manufacture or packing date.
7. Expiration date or shelf life (in terms of days, months or years).
8. List of all ingredients and additives in decreasing concentration, including quantity or percentage.
9. Instructions for storage, if applicable.
10. Instructions for use.

Nutrition Information Label

The nutritional label must contain the following information, expressed by each 100g. or 100 ml. and by individual portion.

1. Value of energy in calories.
2. Quantities of protein, available carbohydrates, sugar and fats (in g.) and sodium (in mg.).
3. Quantity of any other nutrients, dietary fibre, and cholesterol, concerning which a representation of properties is made.

Following is an example of nutritional label:

Datos de Nutrición			
Tamaño de la porción 100g			
Cantidad por porción			
Calorías 169	Calorías de grasa 65		
% Valor Daily			
Grasa total 7g	11%		
Grasa saturada 2g	11%		
Grasas Trans			
Colesterol 68 mg	23%		
Sodio 42mg	2%		
Carbohidratos totales 0g	0%		
Fibra dietética 0g	0%		
Azúcares 0g			
Proteínas 24g			
Vitamina A	8%	Vitamina C	5%
Calcio	9%	Hierro	2%

* Porcentaje de Valores diarios están en 2,000 Calorías. Sus valores diarios pueden ser mayores o menores dependiendo de sus necesidades calóricas.

Representation of nutritional properties, health-related properties and of nutrients, as well as any supplementary nutritional information shall adhere to the technical standards issued on the subject by the Ministry of Health

Organic, ecological and biological products have the same labelling requirements as any other normal product. Nevertheless, there is a mandatory certification requirement to market them as such.

Besides, label should warn If coffee products contain allergens or are at risk of allergen contamination along the supply chain. Concerned allergens are: gluten, crustaceans and fishes, egg, peanuts, soy, nuts, milk and sulphites.

In addition, Chilean food regulation requires all food and drink packaging to carry a 'black octagonal stop-sign' warning label if the item exceed pre-determined limits of calories, sugar, sodium and saturated fat. Even if this provision is not applicable for most types of coffees, it could affect some RTD coffee products and coffee mixes, containing for instance sugar and fats.

Following are the octagonal signs currently in use:



4.4 Duty fees and taxes

The tax treatment applicable to coffee imports into Chile considers the payment of 6% customs duties and 19% Value Added Tax (VAT).

India and Chile have Partial Scope Trade Agreement (PSA) in effect, benefiting several products with a reduction or exemption of import duties. However, coffee products are not included in the tariff preference list.

It is worth mentioning that coffee imports from Colombia and Brazil (main countries of origin of Chilean coffee imports) are exempted of import duties, given existing Free Trade Agreements (FTA).

4.5 Trademark protection

Even if it is not mandatory, it is strongly recommended that foreign companies register their trademarks if they aim to use them in Chile. They will permit to uniquely identify a company and its products to its customers and to distinguish them from those of its competitors

The National Institute of Industrial Property INAPI (www.inapi.cl) is the Chilean agency for registering trademarks, copyrights and appellations of origin. Trademark protection lasts 10 years and its registration can be renewed indefinitely (for periods of 10 years at a time).

5. Main Opportunities and Recommendations

Chilean coffee market is expected to continue growing in the next 5 years, at an estimate CAGR of 4 to 6%, driven mainly by premium coffee and pods.

According to experts, main opportunities are for bulk premium green coffee to supply the local roasters. This segment is expected to grow by the arrival of new roasters to the market, as same as by the increase of sold volumes to a still small but growing segment of “connoisseurs”.

But there are also good prospects for medium-quality bulk coffee, given the current economic constraints of many households. Consumers - having shifted from instant to fresh coffee- are looking for more affordable alternatives, so many local roasters are starting to offer a wider variety of product qualities.

For the same above reason, the bulk roasted coffee (ground and beans) has promising opportunities to supply Chilean private label (i.e. supermarket brands) and local retail brands (such as Caribe, Haiti, Copacabana, etc.). In this case, the product is supplied in bulk or already packed under the local brand label.

Coffee pod sales are also expected to grow, given the raising popularity of pod machines among final consumers, offices and hotels. At this regard, “Nespresso compatible” pods are the most demanded by far. Suggested contacts for Indian exporters are private label and local retail brands. Some of them are not currently offering coffee pods but it is possible they do it in a near future, given the growing preference for convenience and time-saving alternatives.

The dominant position of two multinational companies (Nestlé and Tres Montes- Luchetti)- representing almost a half of the market - could make more difficult the introduction of new coffee brands. Both companies are constantly introducing new products to the market – especially in the premium but still affordable segment. Indian exporters willing to sell to these companies should take in mind that their local offices have very few possibilities to decide where to import from, as most of the time this decision is imposed by their headquarters.

Besides, several other international brands – such as Starbucks, Marley Coffee, Jacob, Melitta, Illy, etc – are also competing fiercely in the Chilean market. Indian coffee exporters willing introduce a new brand in Chile are advised to find a local representative –

experienced in the retail and the Horeca channels – and to be ready to invest in marketing to create brand awareness among consumers.

Related to certifications – such as environment, social and sustainability - they are well perceived by most coffee consumers, The fact that Indian coffee is grown under shade (without chopping off the existing vegetation), hand-picked and sun-dried (no mechanical dryers generating carbon emissions) could be a good advantage. But it is important to keep in mind that a still small group of Chilean consumers is ready to pay a premium price for them.

Indian exporters willing to establish contacts in the Chilean market are suggested to participate in local food and beverage fairs, that will also allow them to get a deeper understanding of the local market. It is also advisable to visit the country – in the framework of a trade mission or an individual visit – with a pre-established meeting agenda with potential counterparts.

Finally, in the Chilean hot beverage market - India is currently not widely known as coffee producer, but very well-reputed for tea. It could be worth to explore the possibility of using tea good image as a springboard to build awareness and premium quality perception of India coffee.