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Report Highlights:

Chile presents excellent export opportunities for U.S. food and beverage exporters. After record-setting exports in 2021, shipments of U.S. agricultural and related products to Chile reached \$1.1 billion in 2022. Animal feed, dairy, wheat, beer, and beef dominate U.S. shipments to Chile. The United States is the third largest supplier of agricultural and related products to Chile, after Colombia and Peru, holding a 12 percent market share.

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 2022, Chile had a population of 19.8 million, with 8.3 million living in the Santiago Metropolitan region.

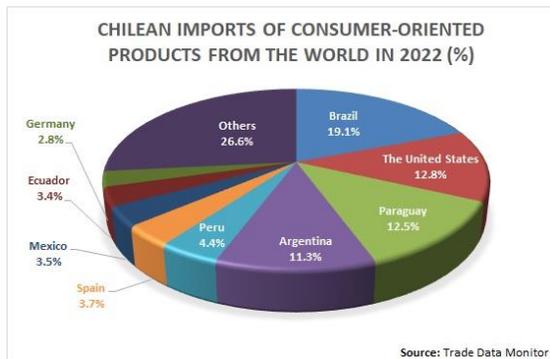
In 2022, Chile's Gross Domestic Product (GDP) in current prices totaled \$324 billion, a 2.4 percent increase over 2021. The Chilean Central Bank projects 0.25 percent in GDP growth in 2023 and 1.75 percent growth in 2024.

GDP per capita reached \$30,209 PPP in 2022 (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 products, forestry, and fresh fruit. In 2022, Chilean agriculture represented 8.5 percent of the country's GDP (\$27.5 billion), 26.9 percent of exports (\$26.9 billion), and employed around 10 percent of Chile's labor force.

Imports of Consumer-Oriented Products

Chile is the third largest market in South America for U.S. agricultural products, after Colombia and Peru, and the second largest market in South America for U.S. consumer-oriented agricultural products with \$670 million of exports in 2022, a 14 percent market share. The top U.S. consumer-oriented products exports to Chile are dairy, beer, beef, condiments and sauces, poultry, pork, food preparations, distilled spirits, pet food, and tree nuts.



Food Processing Industry

Food and beverage processing represents 15 percent of Chile's exports, at \$15 billion in 2022. The food processing industry is the second largest economic export sector after mining. According to the Chilean Export Promotion Agency (*ProChile*), the food processing sector employs over 368,316 workers.

Food Retail Industry

In 2022, the Chilean retail food industry witnessed a robust recovery, with total sales reaching approximately \$29.5 billion, a 20.9 percent over 2021. The Chilean retail 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 55.5 percent of the market share.

HRI Industry

2022's consumer foodservice industry is significantly different from that of 2019. The pandemic prompted many changes, with the advancement of online ordering and home delivery the most significant. For restaurants, online ordering developed from being almost insignificant in 2019 to representing 23 percent of value in 2022. This means that to be successful, restaurants now need to be able to develop an attractive online presence.

Quick Facts	
Chile Food & Ag Exports (U.S. billion):	\$26.9
Chile Food & Ag Imports (U.S. billion):	\$11.8
Imports of U.S. Consumer-Oriented Products 2022:	
\$670 million	
Top Ten Ag and Related Products Exports to Chile:	
1. Feeds, Meals, Fodders	2. Dairy Products
3. Wheat	4. Beer
5. Beef, and products	6. Condiments & Sauces
7. Poultry, and products	8. Pork, and products
9. Distilled Spirits	10. Food Preparations
Top Retailers in Chile:	
1. Walmart Chile (Líder, Express de Líder, Super Bodega, aCuenta, and Central Mayorista)	
2. Cencosud (Jumbo, Santa Isabel and Spid)	
3. SMU (Unimarc, Mayorista 10, Alvi, Maxi Ahorro, and Mayorsa)	
4. Falabella (Tottus)	
Food Industry by Channels (U.S. billion) 2022:	
Retail Food Sales	\$29.5
Supermarket Food Sales	\$16.4
Retail (total retail sales)	\$63.6
GDP/Population 2022:	
Population (millions): 19.8	
GDP (billions USD): \$324	
GDP per capita (USD PP): \$30,209 PPP	
Sources: Trade Data Monitor (TDM), Euromonitor, World Bank, Chilean Central Bank and trade interviews	

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 incomes per capita in Latin America.	Economic uncertainty due to inflation.

Section I: Overview

Chile is home to 19.8 million people, nearly half of which live in the capital region of Santiago. The country generally has open markets and the highest *per capita* income levels in the region at \$30,209 (PPP) per person. Chile produces and exports large volumes of horticulture products, which are shipped to counter seasonal northern hemisphere markets. The Chilean food processing sector is highly developed; imports account for around half of all ingredients used domestically. The United States is a close trading partner and is considered by Chileans as a reliable supplier of high-quality food and agricultural products.

U.S. agricultural exports to Chile totaled \$1.1 billion in 2022, representing a 9.2 percent decrease from 2021. Chile is the third largest market in South America for U.S. agricultural and related products, after Colombia and Peru. It is also the second largest market in South America for U.S. consumer-oriented agricultural products with \$669 million worth of exports in 2022 and a 23 percent market share in that category.

In 2022, Chile's economy experienced a deceleration in line with international markets, and a concomitant decrease in consumption. In 2022, inflation reached 12.8 percent, as global input prices spiked, and interest rates remained low. However, since then, the government and the Chilean Central Bank have taken measures to control inflation. Experts predict that inflation will remain around four percent in 2023.

Chilean consumers are eating increasing levels of animal protein, creating opportunities for U.S. beef, pork, poultry, and dairy. Similarly, Chile's relatively high purchasing power is an opportunity for U.S. exports of beer, distilled spirits, condiments, and confections.

Table 1: Advantages and Challenges Facing U.S. Exporters

Advantages	Challenges
Clear rules and transparent regulations.	There are strict regulations for fresh products to avoid the spread of diseases.
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 33 free trade agreements that cover 65 markets.
Chile is a high-income country and could be a gateway to South American markets.	Relatively small-size market compared to neighboring countries.
U.S. brands are regarded as high quality. Many U.S. brands are well-known and present in the market.	Strong competition from other suppliers such as Brazil, Argentina, and Paraguay.
Equal playing field for imported and local products.	Chileans are price-sensitive, especially during economic slowdowns.

Section II: Exporter Business Tips

Higher value products are competitive in the Chilean market and Chilean consumers associate U.S. brands with quality. Additionally, Chilean consumers are loyal to some U.S. brands; a fact that could be leveraged by U.S. exporters. Exporters of new-to-market products should approach buyers with a well-organized plan that outlines product specifications, shipment terms, and financial obligations. There are many reliable and efficient Chilean importers and distributors. Most are open to meeting new suppliers in person or through virtual fora.

Chilean consumers have become more health-conscious, further shifting food demand toward products considered wholesome or healthy. This opens potential for products and ingredients marketed as natural. In addition to healthy products, many Chilean consumers can afford to buy high-end U.S. products like beef, pork, dairy products, and distilled spirits. Prepared food and ready-to-eat meals have become part of many Chileans' diets due to quick preparation time, long shelf-life, and availability through many distribution channels. There is room in the market for innovation and meals that focus on health and wellbeing.

When exporting to Chile, consider these business tips:

- 1. Understand Local Regulations:** Familiarize with Chile's import regulations, customs procedures, and any specific industry requirements. Compliance is crucial for a smooth entry into the market.
- 2. Build Relationships:** Establishing personal relationships is vital in Chilean business culture. Invest time in networking and building trust with local partners, distributors, and potential clients.
- 3. Spanish Language:** While many Chileans speak English, knowing Spanish can enhance communication and demonstrate commitment to the local market. Consider hiring bilingual staff or using translation services.
- 4. Market Research:** Conduct thorough market research to understand consumer preferences, competition, and pricing strategies. Tailor the products or services to meet the specific needs of the Chilean market.
- 5. Distribution Channels:** Identify effective distribution channels. Work with experienced local distributors who understand the market dynamics and can navigate the distribution network efficiently.
- 6. Comprehensive Marketing:** Develop a comprehensive marketing strategy that considers local cultural nuances. Utilize digital marketing, social media, and traditional advertising to reach target audience effectively.
- 7. Payment Terms:** Be flexible with payment terms to accommodate local business practices. Understand the prevalent payment methods and offer options that align with Chilean expectations.
- 8. Quality and Compliance:** Ensure the products meet Chilean quality standards and regulations. Obtain necessary certifications and communicate the quality of goods or services clearly to build trust.

Section III: Import Food Standards and Regulations and Import Procedures

The [Chilean National Customs Service](#) (*Servicio Nacional de Aduanas – SNA*) has overall responsibility for the administration of import procedures and the collection of all import duties. The Customs Service controls documentation and carries out physical inspections during

customs clearance. All imported food products are also regulated by the [Ministry of Health](#) (MINSAL) and the [Ministry of Agriculture](#)'s Agricultural and Livestock Service (*Servicio Agrícola y Ganadero* – SAG). Custom's clearance in Chile can be quite expeditious if there are no problems with documentation. Potential exporters should note that Chile requires the use of a registered customs agent for all commercial imports valued over \$3,000.

Specific import certificate requirements can be found in the [FAIRS Export Certificate](#) report. All imported products must be labeled in Spanish, including nutritional labeling. More information on food product labeling can be found in the [FAIRS Country](#) report.

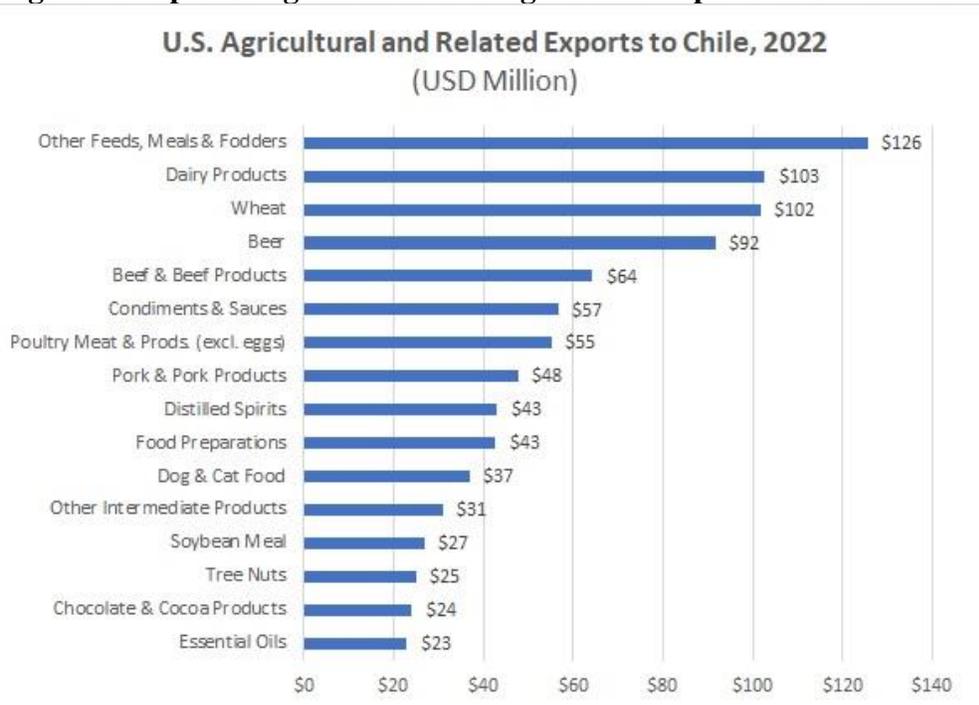
Chile is a member of the World Trade Organization (WTO) and an associate member of the Southern Common Market (MERCOSUR). Patents, trademarks, industrial designs, models, and copyrights are protected in Chile by the provisions of the International Convention for the Protection of Industrial Property (the Paris Convention). For more information, see the [FAIRS Country](#) report.

Section IV: Market Sector Structure and Trends

Market Developments

In 2022, U.S agricultural and related exports to Chile reached \$1.1 billion, which represents a 10.2 percent decrease from 2021. Exports from January to October 2023 decreased by 4.8 percent as compared to the same period in 2022. The United States is the third largest supplier of agricultural and related products to Chile, after Colombia and Peru, holding a 12 percent market share. Feeds, dairy, wheat, beer, and beef dominate U.S. shipments to Chile.

Figure 1: Top U.S. Agricultural and Ag Related Exports to Chile in 2022



Source: U.S. Census Bureau Trade Data

In recent years, Chilean imports of beer, cheese and milk powder, and corn gluten meal have steadily increased from the United States. Beef shipments, which had also trended upward in recent years, dropped off in 2022 due to inflationary pressure and competition from regional suppliers. Conversely, in 2022, U.S. wheat exports to Chile increased by 190 percent due to competitive prices and active marketing.

As with the broader trends in bilateral trade, consumer-oriented product exports from the United States increased in recent years. From 2018 to 2022 U.S.-origin consumer-oriented product shipments grew two percent, reaching \$669 million in 2022. As of October, U.S. year-to-date consumer-oriented exports were down 23 percent as compared to the same period in 2022. Beer, beef, poultry, and distilled spirits explain most of this drop in value.

Best Prospects

Best prospects for U.S. exporters align closely with the broader trends in trade (see Table 2). U.S. beer, cheese, distilled spirits, and beef are considered high quality and are within the purchasing power of many Chilean consumers. U.S. pork cuts remain competitive against regional suppliers and specific U.S. pork products, like bacon or breakfast sausage, offer an opportunity to expand sales beyond commodity pork. U.S. beans and lentils are competitive in the Chilean market and offer an opportunity, though competition from regional producers is significant. Notably, there remains a great deal of loyalty to certain U.S. brands, as demonstrated by the steady demand for U.S. confectionary, sauces and condiments. Included in these two categories are candies/chocolates, syrups, mayonnaise, mustard, ketchup, and barbeque sauces.

Table 2: Best Prospects Products in Chile

Beer and ingredients	Pork and products (bacon)
Dairy products (cheeses)	High quality beef
Condiments & sauces (BBQ, ketchup, etc.)	Food preparations
Poultry and products	Dog & cat food
Distilled spirits (bourbon)	Tree nuts
Candy and confections	Beans and lentils

Retail, HRI, and Food Processing

The Chilean retail sector is composed of over 1,355 supermarkets, mid-sized grocery stores, convenience stores, gas station markets, and small independent neighborhood stores. Around 39 percent of all retail transactions take place in the Santiago Metropolitan Region. Retail food sales reached \$29.5 billion in 2022, a 20.9 percent increase over 2021. Supermarket food sales totaled \$16.4 billion and represented 55.5 percent of total grocery retail sales in 2022. A few large retail supermarket chains dominate the Chilean market. These supermarket chains buy from local distributors and through direct import; both channels are potentially accessible to U.S. suppliers. Open markets (wet markets) still exist, but are primarily outlets for fruit and vegetables, or seafood. Chilean consumers lean heavily on online shopping, both direct from traditional retailers and via third party platforms. Chile’s largest supermarkets [Walmart](#), [Cencosud](#), [Tottus](#) and [Unimarc](#), represent 53 percent of retail revenues. For detailed information, please see FAS Santiago’s GAIN [Retail Food](#) report.

Chile has a thriving hotel, restaurant, and institutional (HRI) sector. While much of the HRI sector caters to domestic consumers, there is also a well-developed tourism industry. Prior to the COVID-19 pandemic, Chile was ranked as the number one destination for adventure tourism. Chile has both domestic and international hotels and restaurants, many of which offer a wide variety of imported food products. In 2022, Chile's travel and tourism sector contributed \$28.4 billion to the GDP, representing 9.2 percent of the economy, a growth of 35.4 percent from the previous year. In 2023, Post expects the HRI sector to continue expanding in line with the growth in tourism and food service consumption. For detailed information, please see FAS Santiago's GAIN [Hotel, Restaurant and Institutional Food Service](#) report.

Chile has a developed food processing industry that represents 15.2 percent of Chilean exports, at \$15 billion in 2022. Chilean food processors sell their products domestically or internationally and import about half of food ingredients. Some large international companies use their production plants in Chile to serve other markets in Latin America. Chilean consumers have an increasing concern for health-related issues, and the food processing industry continues to adapt to shifting demand. There continue to be opportunities for U.S. ingredients in Chile, specifically additives, preservatives, thickeners, and sweeteners. For detailed information, please see the FAS Santiago's GAIN [Food Processing and Ingredients](#) report.

Table 3: Overall Competitive Situation of Consumer-Oriented Products in Chile

Ranking	Product Category/Total Chilean Import	Largest Suppliers	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
1	Beef and Products Total imports: \$1.4 billion From the U.S.: \$63 million	1. Paraguay – 49% 2. Brazil – 28% 3. Argentina – 13% 4. U.S. – 4%	(1 and 2) Proximity and availability. Brazil and Paraguay sell lower quality and price competitive beef.	Chilean beef production is insufficient to meet domestic demand.
2	Dairy Products Total imports: \$509 million From the U.S.: \$107 million	1. Argentina – 27% 2. U.S. – 21% 3. N. Zealand – 10% 4. Mexico – 9%	Argentina benefits from low costs and proximity. New Zealand is a low-cost producer.	Chile has a limited production of dairy products, especially cheeses.
3	Poultry and Products Total imports: \$410 million From the U.S.: \$52 million	1. Brazil – 77% 2. U.S. – 13% 3. Argentina – 9% 4. Uruguay – 1%	(1 and 3) Proximity and availability. Brazil sells price competitive poultry.	Chicken is the most consumed meat in Chile.
4	Processed Vegetables Total imports: \$329 million From the U.S.: \$15 million	1. Belgium – 29% 2. China – 13% 3. Netherlands – 12% 4. Argentina – 9% 5. Spain – 9% 6. Peru – 7% 7. Germany – 6% 8. U.S. – 5%	Belgium mainly supplies frozen French fries and sweet corn. China primarily supplies preserved mushrooms.	Chilean production is insufficient to meet domestic demand.

5	Bakery Goods, Cereals, & Pasta Total imports: \$308 million From the U.S.: \$20 million	1. Argentina – 15% 2. Peru – 14% 3. Spain – 10% 4. China – 7% 5. U.S. – 6%	Argentina and Peru supplies pasta and pastries. Both countries benefit from low costs and proximity.	Chilean production is insufficient to meet domestic demand.
6	Pork and Products Total imports: \$274 million From the U.S.: \$45 million	1. Brazil – 54% 2. Spain - 17% 3. U.S. – 17% 4. Germany – 6%	Brazilian and U.S. pork compete in Chile based on price.	Chile traditionally produces and consumes pork, but also exports based on price.
7	Dog & Cat Food Total imports: \$269 million From the U.S.: \$46 million	1. Argentina – 37% 2. U.S. – 17% 3. Brazil – 17% 4. Czech Republic – 7%	(1 and 3) Proximity and availability. Argentina and Brazil sell price competitive dog and cat food.	Chile has limited variety of domestic dog and cat food.
8	Soup & Other Food Preparations Total imports: \$267 million From the U.S.: \$79 million	1. U.S. – 30% 2. Spain – 7% 3. Germany – 7% 4. Singapore – 6%	The U.S. is the main supplier of food preparations and non-alcoholic beverages.	Chilean production is insufficient to meet domestic demand.
Source: U.S. Census Bureau Trade Data				

Section V: Agricultural and Food Imports

Table 4: Total U.S. Exports of Agricultural Related Products to Chile, 2018-2022 (USD)

U.S. Agricultural and Ag Related Exports to Chile						
Calendar Year: 2018 - 2022						
Product	Calendar Year (Value: USD)					Period/Period % Change (Value)
	2018	2019	2020	2021	2022	
Agricultural & Related Products	\$994,613	\$1,029,340	\$985,621	\$1,231,222	\$1,105,557	-10
Consumer Oriented Total	\$656,141	\$694,379	\$643,334	\$821,389	\$669,058	-19
Intermediate Total	\$211,254	\$211,918	\$190,614	\$285,668	\$302,393	6
Bulk Total	\$88,346	\$93,350	\$128,361	\$99,981	\$110,008	10
Agricultural Related Products	\$38,871	\$29,693	\$23,312	\$24,184	\$24,098	--
Grand Total	\$1,989,225	\$2,058,680	\$1,971,243	\$2,462,445	\$2,211,113	-10
Source: U.S. Census Bureau Trade Data						

Table 5: Top U.S. Agricultural Exports to Chile, by Category

Product	Export Value 2022 (USD Mil.)	Average Growth 2018-2022 (%)	Absolute Change
Other Feeds, Meals & Fodders	\$125,573	8.22%	\$20,173
Dairy Products	\$102,685	8.41%	\$27,003
Wheat	\$101,713	41.08%	\$34,937
Beer	\$91,664	6.93%	\$14,950
Beef & Beef Products	\$64,274	8.51%	-\$217
Condiments & Sauces	\$56,639	6.92%	\$10,706
Poultry Meat & Prods. (excl. eggs)	\$55,194	-13.62%	-\$52,776
Pork & Pork Products	\$47,702	-7.36%	-\$43,079
Distilled Spirits	\$43,065	43.91%	\$22,283
Food Preparations	\$42,690	13.95%	\$14,929
Dog & Cat Food	\$36,896	26.47%	\$20,460
Other Intermediate Products	\$30,883	10.27%	\$6,371
Soybean Meal	\$26,800	2452.46%	\$22,349
Tree Nuts	\$24,881	8.07%	\$4,497
Chocolate & Cocoa Products	\$24,082	10.56%	\$4,914
Essential Oils	\$22,872	20.56%	\$10,197
Ethanol (non-bev.)	\$21,277	65.23%	\$20,706
Bakery Goods, Cereals, & Pasta	\$18,008	4.92%	\$1,999
Planting Seeds	\$17,504	5.78%	\$965
Vegetable Oils (excl. soybean)	\$17,423	56.64%	\$11,875

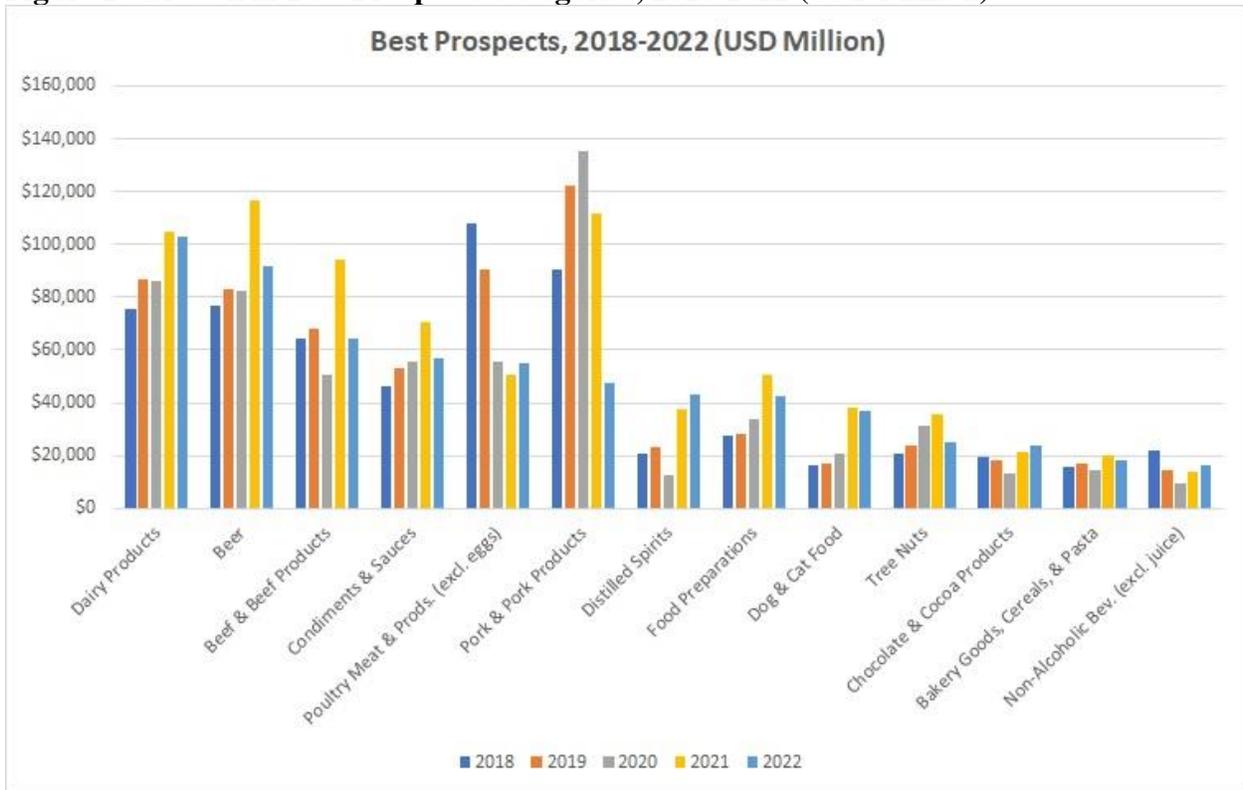
Source: U.S. Census Bureau Trade Data

Table 6: Best Prospects in Chile

Product	Export Values (USD Millions)					Percent Growth 2018-2022
	2018	2019	2020	2021	2022	
Dairy Products	\$75,682	\$86,921	\$86,156	\$105,074	\$102,685	8%
Beer	\$76,714	\$83,299	\$82,433	\$116,779	\$91,664	7%
Beef & Beef Products	\$64,491	\$67,749	\$50,568	\$94,059	\$64,274	9%
Condiments & Sauces	\$45,933	\$53,323	\$55,657	\$70,820	\$56,639	7%
Poultry Meat & Prods. (excl. eggs)	\$107,970	\$90,387	\$55,448	\$50,308	\$55,194	-14%
Pork & Pork Products	\$90,781	\$122,537	\$135,293	\$111,385	\$47,702	-7%
Distilled Spirits	\$20,782	\$23,266	\$12,821	\$37,767	\$43,065	44%
Food Preparations	\$27,761	\$28,358	\$33,584	\$50,744	\$42,690	14%
Dog & Cat Food	\$16,436	\$17,004	\$20,607	\$37,889	\$36,896	26%
Tree Nuts	\$20,384	\$23,974	\$31,447	\$35,909	\$24,881	8%
Chocolate & Cocoa Products	\$19,168	\$18,031	\$13,042	\$21,066	\$24,082	11%
Bakery Goods, Cereals, & Pasta	\$16,009	\$16,653	\$14,255	\$19,890	\$18,008	5%
Non-Alcoholic Bev. (excl. juice)	\$22,074	\$14,385	\$9,605	\$14,029	\$16,185	-2%

Source: U.S. Census Bureau Trade Data

Figure 2: Growth in Best Prospects Categories, 2018-2022 (USD Million)



Section VI: Key Contacts and Further Information

<p>Ministry of Agriculture - Office of Agricultural Policies and Studies (ODEPA) Teatinos 40 Piso 7 – Santiago Tel.: +56 2 800-360-990 www.odepa.gob.cl</p>	<p>Ministry of Economy, Development and Tourism National Institute of Statistics (INE) Morandé 801 Piso 22 – Santiago Tel.: +56 2 3246-1010, +56 2 3246-1018 ine@ine.cl www.ine.cl</p>
<p>Ministry of Agriculture - Agriculture and Livestock Service (SAG) Av. Bulnes 140 – Santiago Tel.: +56 2 2345-1100 Office Directory: https://www.sag.gob.cl/directorio-oficinas www.sag.gob.cl</p>	<p>Ministry of Health Seremi de Salud (SEREMI) Padre Miguel de Olivares 1229 – Santiago Office Directory: https://www.minsal.cl/secretarias-regionales-ministeriales-de-salud/ https://seremi13.redsalud.gob.cl/</p>
<p>National Customs Agency Plaza Sotomayor 60 – Valparaíso Tel.: +56 2 600-570-7040 www.aduana.cl</p>	<p>Instituto Nacional de Normalización (INN) Chilean Standards Matías Cousiño 64, piso 6, Santiago Tel.: +56 2 2445-8800 info@inn.cl www.inn.cl/</p>
<p>National Chamber of Commerce (CNC) Merced 230, Santiago Tel.: +56 2 2365-4000 cnc@cnc.cl www.cnc.cl</p>	<p>American Chamber of Commerce Chile (AMCHAM) Av. Pdte. Kennedy 5735 Of. 201, Torre Poniente – Las Condes, Santiago Tel.: +56 9 8621-7416 amchamchile@amchamchile.cl www.amchamchile.cl</p>
<p>Chilean Institute of Public Health Av. Maratón 1000 – Ñuñoa, Santiago Tel.: +56 2 2575-5101 - 2575-5202 oirs@ispch.cl www.ispch.cl</p>	<p>Instituto de Nutrición y Tecnología de los Alimentos – INTA Universidad de Chile Av. El Líbano 5524 Casilla 138 Correo 11 Santiago Tel.: +56 2 2978-1411 / 2978-1400 www.inta.cl</p>

Attachments:

No Attachments