



CANASTA NIELSEN

Chile

Julio 2024



ÍNDICE

CONSUMO GENERAL



INDUSTRIA
ALIMENTOS



INDUSTRIA SNACKS
Y CONFITES



INDUSTRIA BEBIDAS
NO ALCOHÓLICAS



INDUSTRIA ASEO HOGAR /
HIGIENE PERSONAL



INDUSTRIA BEBIDAS
ALCOHÓLICAS



INDUSTRIA TISSUE



INDUSTRIA LÁCTEOS

ANTECEDENTES GENERALES

Julio 2024



La Canasta para el último Año móvil presenta un **3.5** % de **Aumento** en Facturación y un **-2.7%** de **Caida** en Consumo.



Variaciones que a nivel de Canales se presenta de la siguiente manera (UAM)...

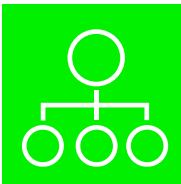
SS.PP

TRAD.

F&P

C. LOCAL

1.3 VAL.	-3.0 VOL.	5.6 VAL.	-2.2 VOL.	8.2 VAL.	-2.1 VOL.	12.8 VAL.	3.0 VOL.
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Analizando las diferentes **Subcanastas** encontramos rendimientos dispares, donde por un lado esta **SNACKS Y CONFITES** con el mayor dinamismo, mientras en el otro extremo encontramos la canasta **ASEO HOGAR**

Var Val. %	6.5	6.0	4.3	3.7	2.2	1.4	1.2	1.1
Var Vol. %	-2.5	-1.3	-1.0	-5.4	-3.5	-2.7	-2.6	0.0
	SNACKS Y CONFITES	HIGIENE PERSONAL	B. ALCOHOLICAS	B. NO ALCOHOLICAS	LACTEOS	ALIMENTOS	TISSUE	ASEO HOGAR

EVOLUCIÓN GENERAL DEL CONSUMO

EVOLUCIÓN HISTÓRICA DEL CONSUMO | TOTAL CHILE

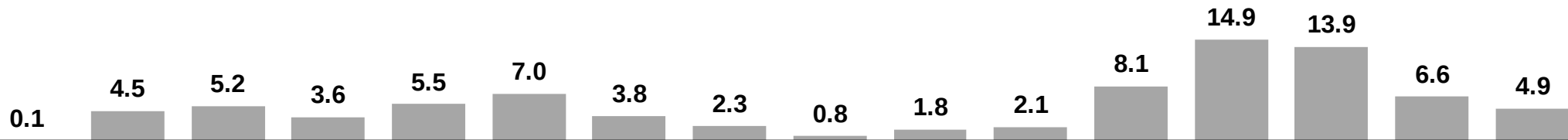
TOTAL CHILE



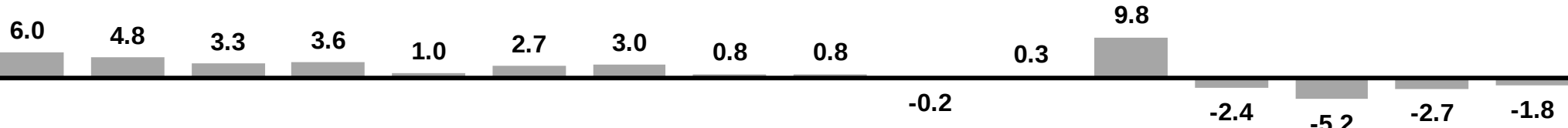
VARIACIÓN % TOTAL CANASTA NIELSEN



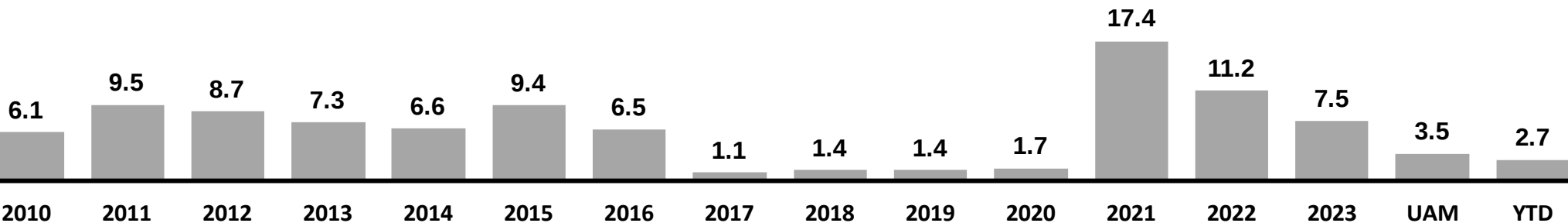
Precio Promedio



Consumo



Facturación





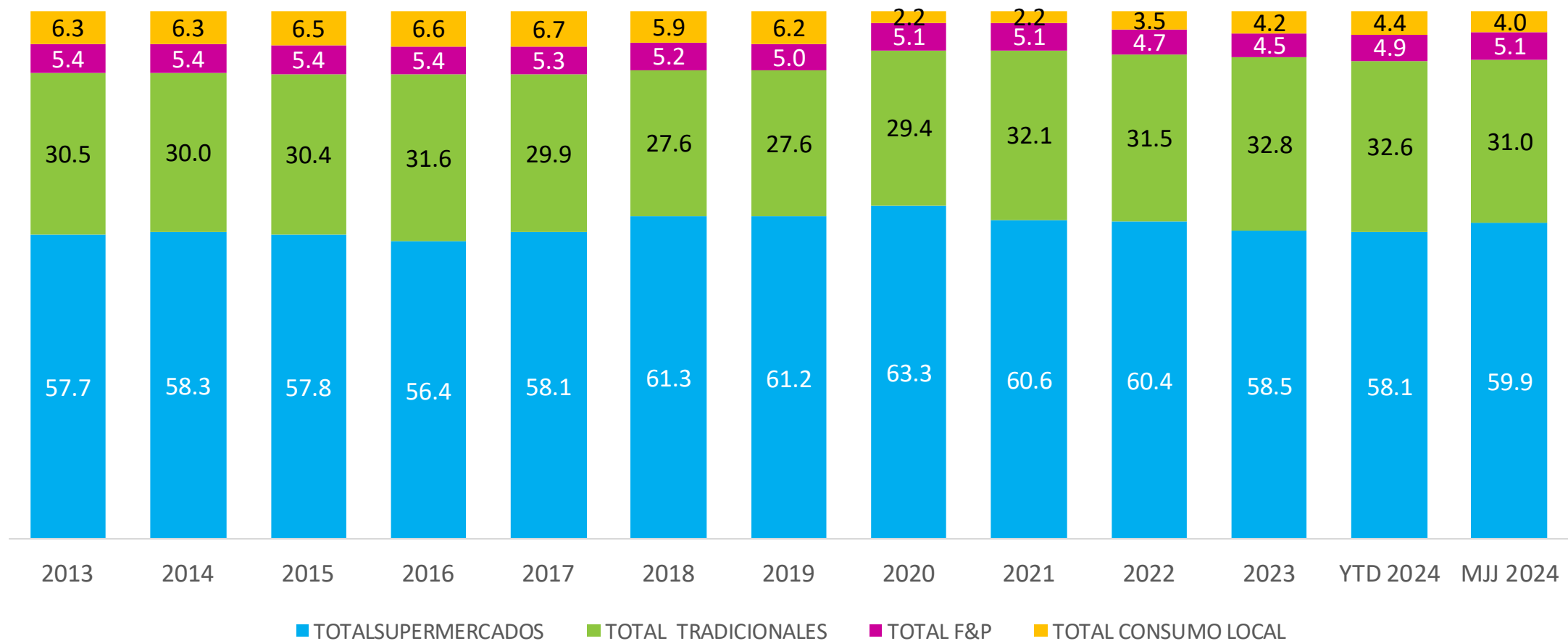
EVOLUCIÓN HISTÓRICA DEL CONSUMO

IMPORTANCIA DE CANALES

TOTAL CHILE



Importancia en Valor % - Total Canasta Nielsen

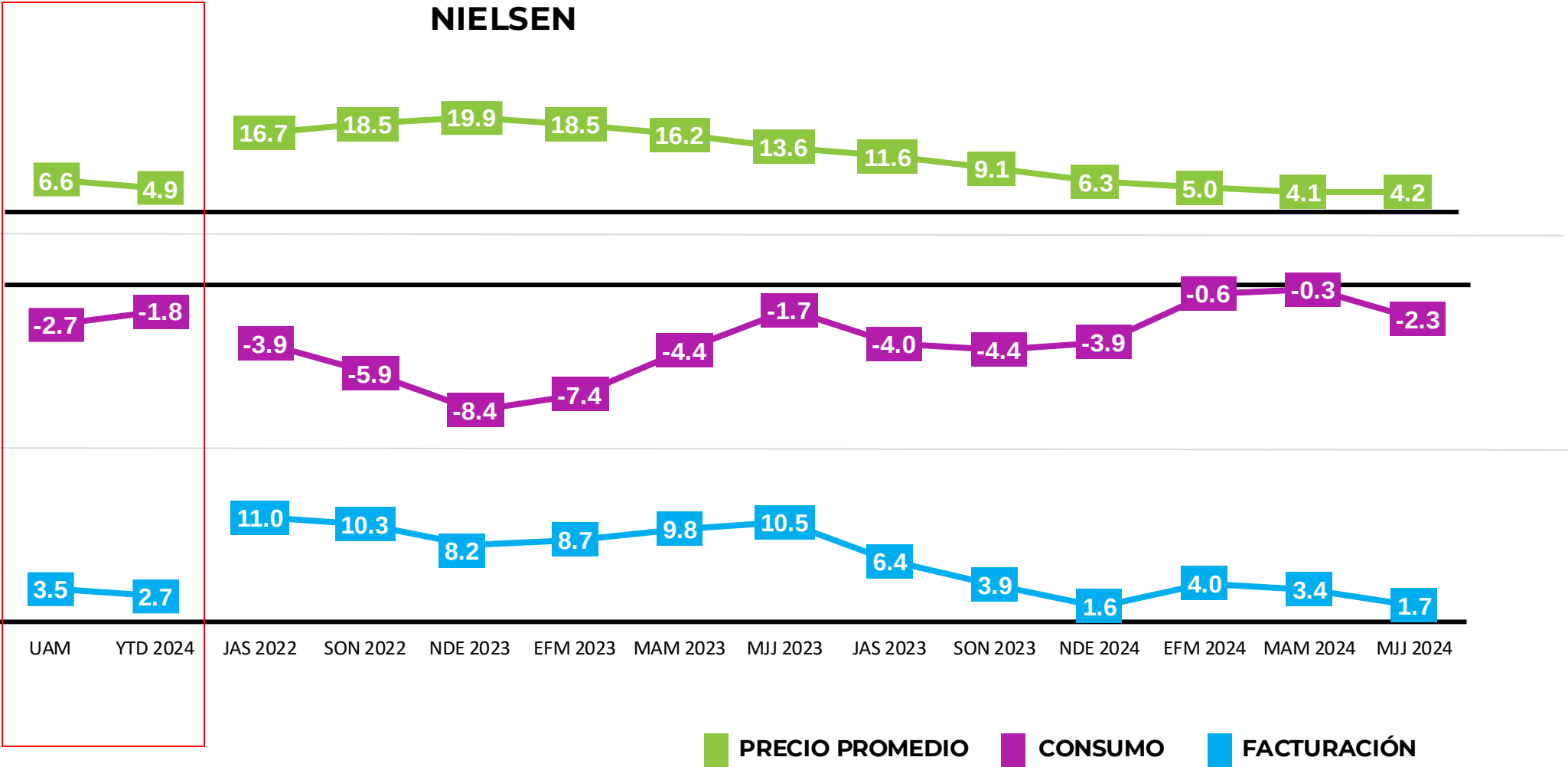




EVOLUCIÓN GENERAL DEL CONSUMO| TOTAL CHILE

TOTAL CHILE

VARIACIÓN % TOTAL CANASTA NIELSEN

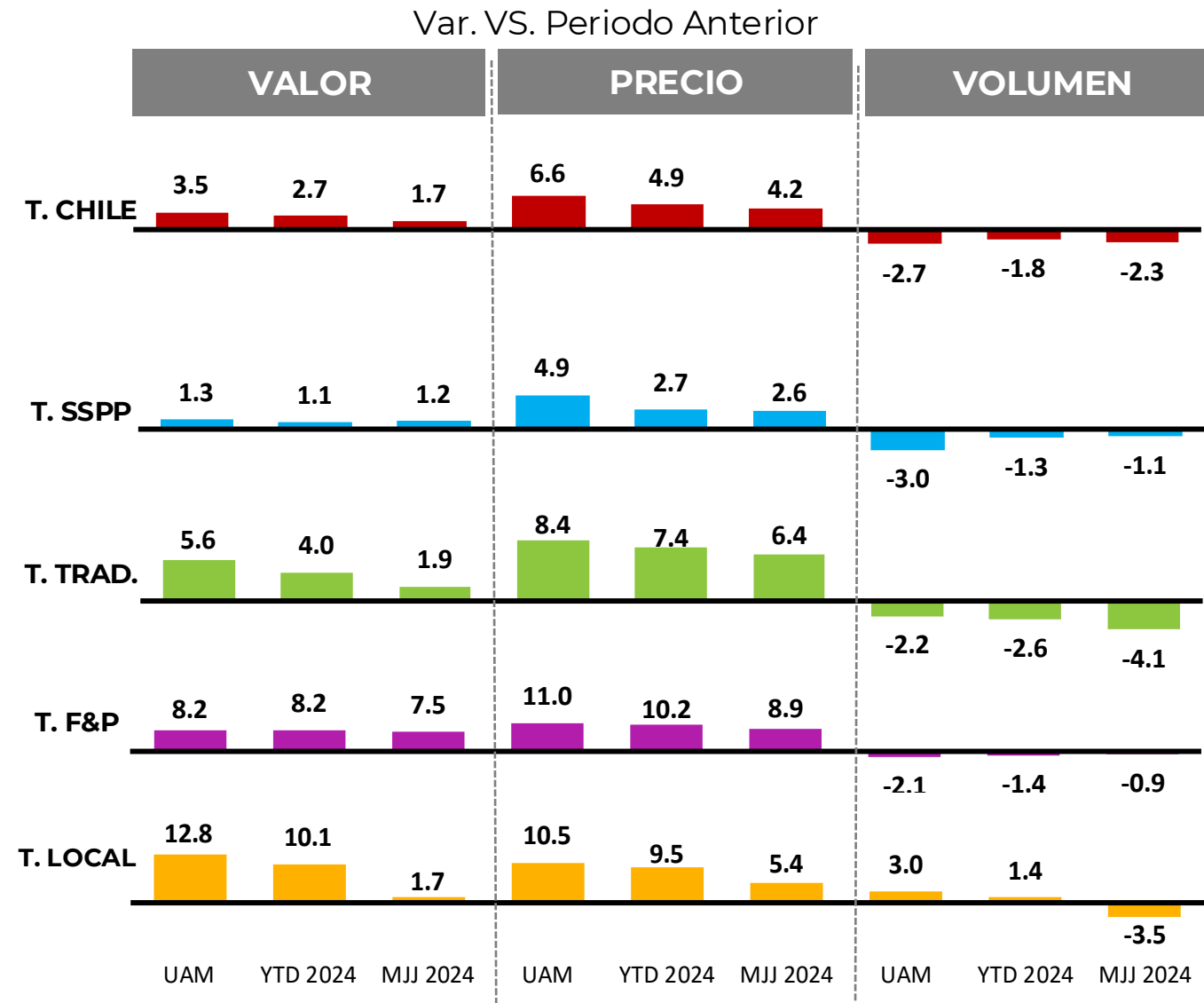
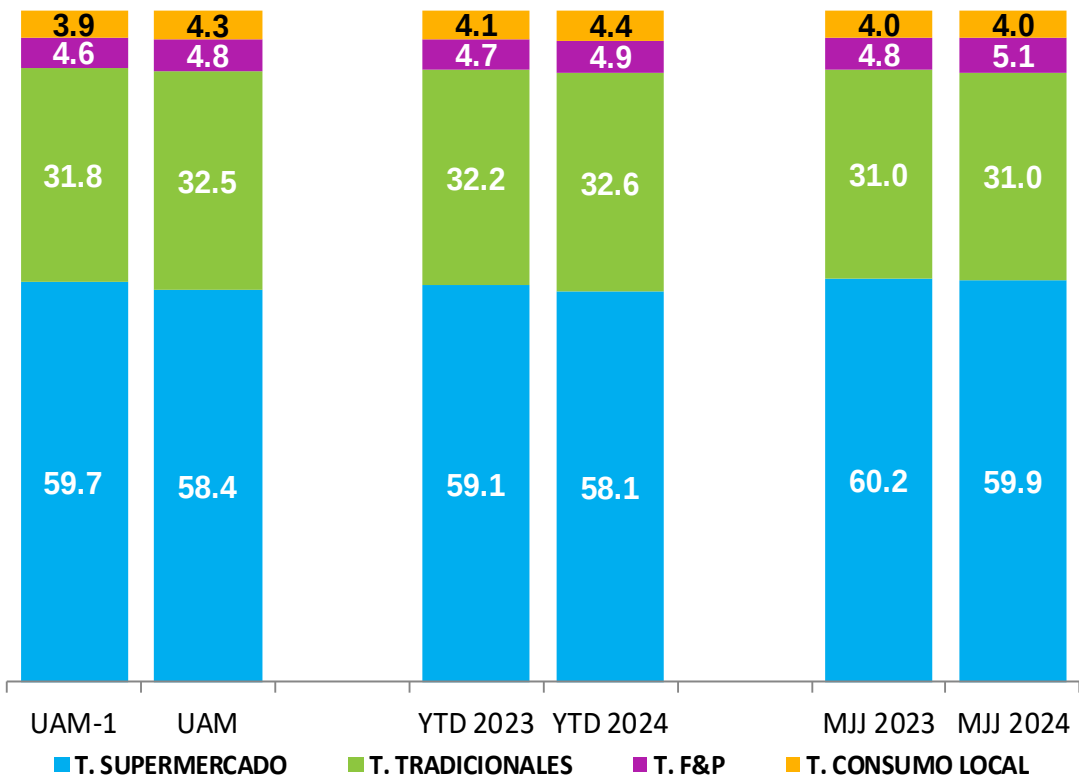


ESTRUCTURA DEL MERCADO | TOTAL CHILE

Resumen General de Consumo

TOTAL CHILE

MIX DE CANALES EN FACTURACIÓN





EVOLUCIÓN SUB-CANASTAS | TOTAL CHILE

TOTAL CHILE

UAM

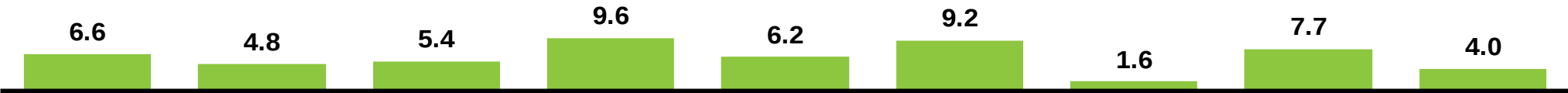
VARIACIÓN % UAM VS PUAM



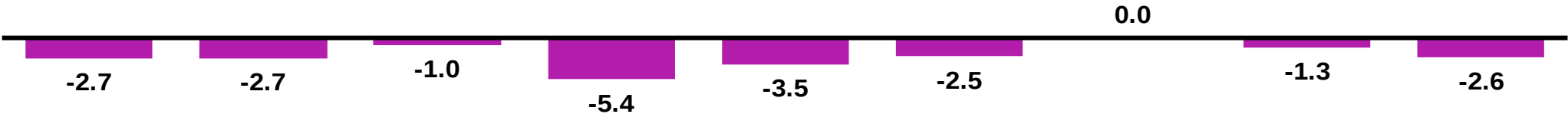
TOTAL CANASTA	ALIMENTOS	BEBIDAS ALCOHÓLICAS	BEBIDAS NO ALCOHÓLICAS	LÁCTEOS	SNACKS & CONFITES	ASEO HOGAR	HIGIENE PERSONAL	TISSUE
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Peso Val UAM 21.5 19.3 20.5 7.4 12.9 4.7 8.7 5.0

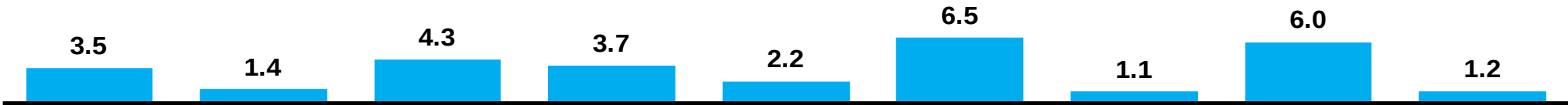
 **PRECIO**



 **VOLUMEN**



 **VALOR**





EVOLUCIÓN SUB-CANASTAS | TOTAL CHILE

TOTAL CHILE

YTD

VARIACIÓN % YTD

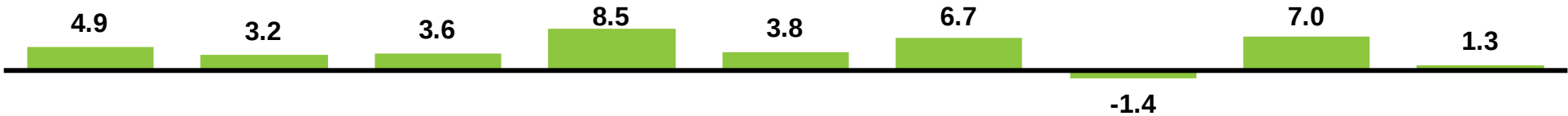


TOTAL CANASTA	ALIMENTOS	BEBIDAS ALCOHÓLICAS	BEBIDAS NO ALCOHÓLICAS	LÁCTEOS	SNACKS & CONFITES	ASEO HOGAR	HIGIENE PERSONAL	TISSUE
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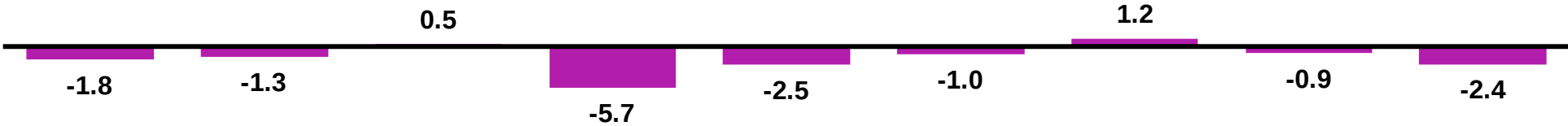
Peso Val YTD 21.2 19.3 21.0 7.3 12.8 4.7 8.8 4.8



PRECIO



VOLUMEN



VALOR





EVOLUCIÓN SUB-CANASTAS | TOTAL CHILE

TOTAL CHILE

TRIMESTRE

VARIACIÓN % TRIMESTRE

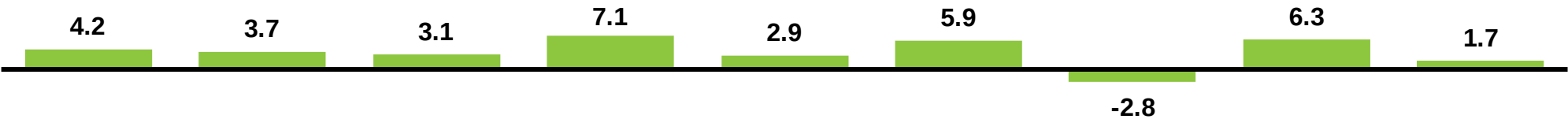


TOTAL CANASTA	ALIMENTOS	BEBIDAS ALCOHÓLICAS	BEBIDAS NO ALCOHÓLICAS	LÁCTEOS	SNACKS & CONFITES	ASEO HOGAR	HIGIENE PERSONAL	TISSUE
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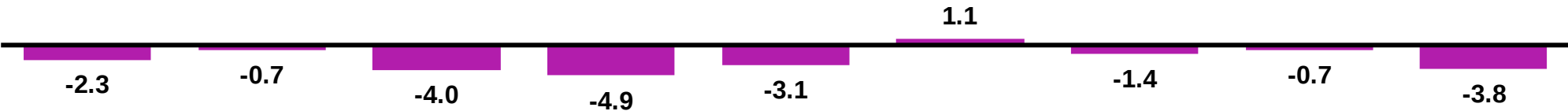
Peso Val TRIM. 23.5 17.2 18.9 7.8 14.1 4.5 8.8 5.1



PRECIO



VOLUMEN



VALOR



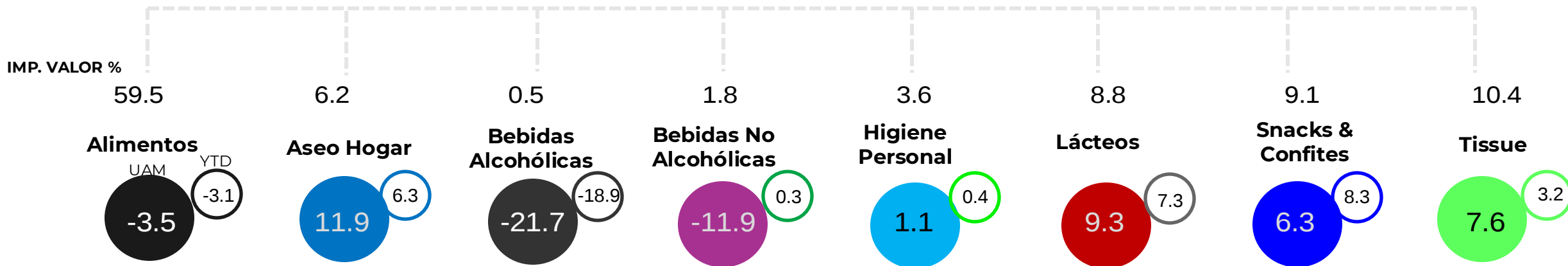
MARCAS PROPIAS | TOTAL CHILE

FAMILIAS DE CATEGORÍAS

Variación Val %

\$ 0.2

T. P. Labels



Categorías que más crecen

Alimentos



COMIDA PARA PERROS Y G
MANJAR
PURE DE PAPAS

Aseo Hogar

DETERGENTES PARA ROPA
LIMPIADORES SANITARIOS
LIMPIADORES DEL HOGAR

Lácteos

YOGHURT
LECHES LIQUIDAS
CREMAS DE LECHE

Tissue

PAÑUELOS DESECHABLES
PROTECCION SANITARIA FEMENINA
PAPEL HIGIENICO



CALDOS
POSTRES REFRIGERADOS
ACEITES COMESTIBLES

INSECTICIDAS
PILAS Y BATERIAS
#N/A

LECHES EN POLVO
MARGARINAS

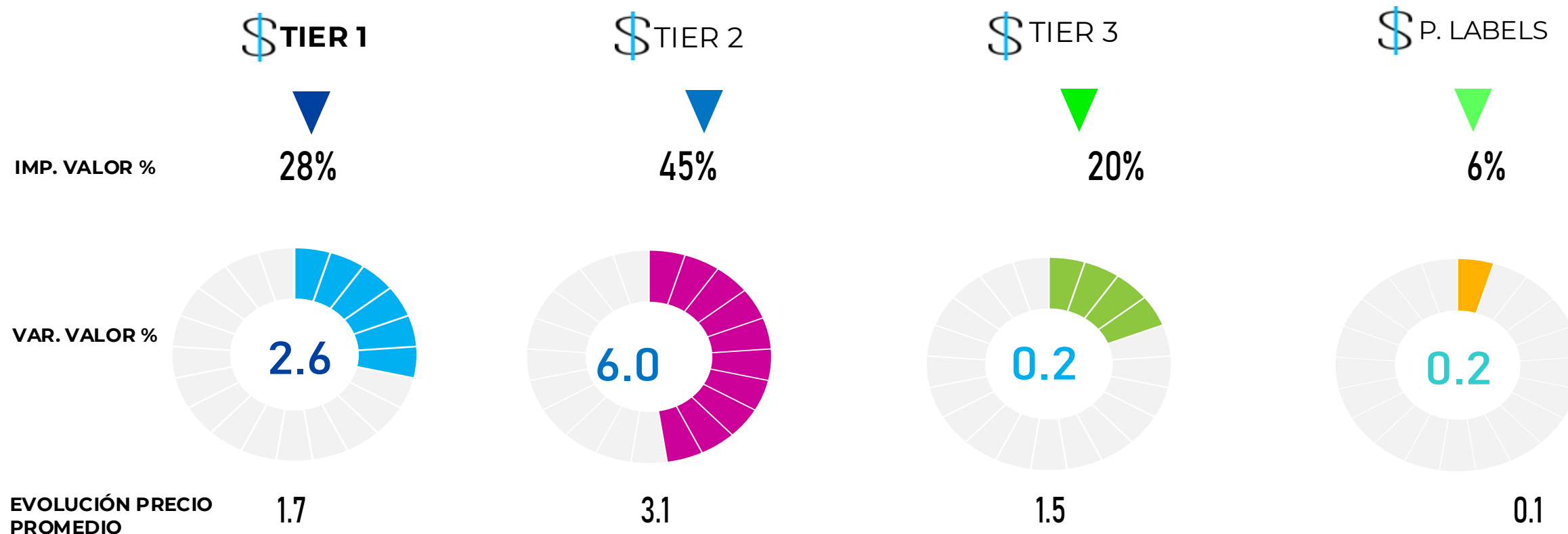
TOALLAS DESECHABLES
PAÑALES DESECHABLES
SERVILLETAS DE PAPEL

Categorías que más caen

EVOLUCIÓN GENERAL DEL CONSUMO | TOTAL CHILE

TIERS DE PRECIOS – VALOR UAM

TOTAL CANASTA NIELSEN UAM VS PAM



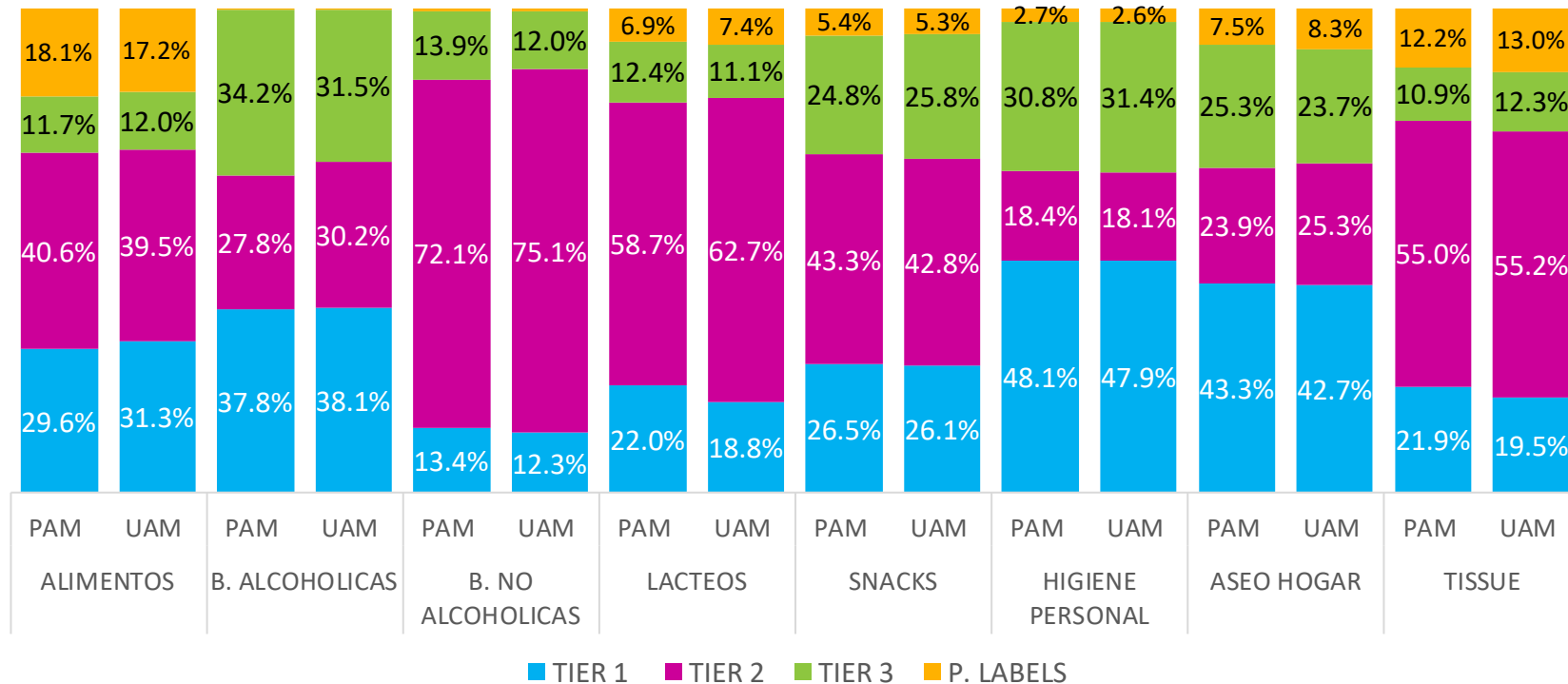
Tier 1 Precio > 15% al promedio de la Canasta
Tier 3 Precio < 15% al promedio de la Canasta
Tier 2 Precio entre Tier 1 y Tier 3



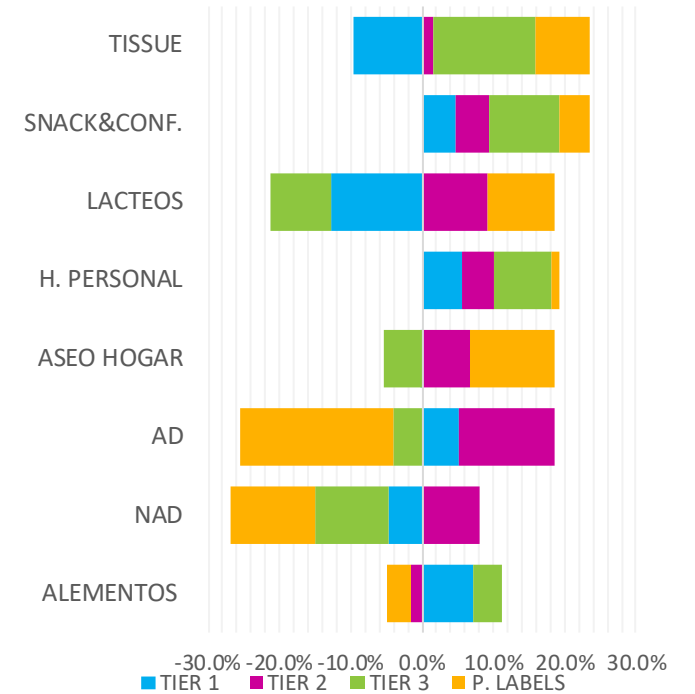
IMPORTANCIA TIERS DE PRECIOS | TOTAL CHILE

FAMILIAS CATEGORÍAS – VALOR %

IMP. VALOR % TIERS POR FAMILIAS DE CATEGORÍAS



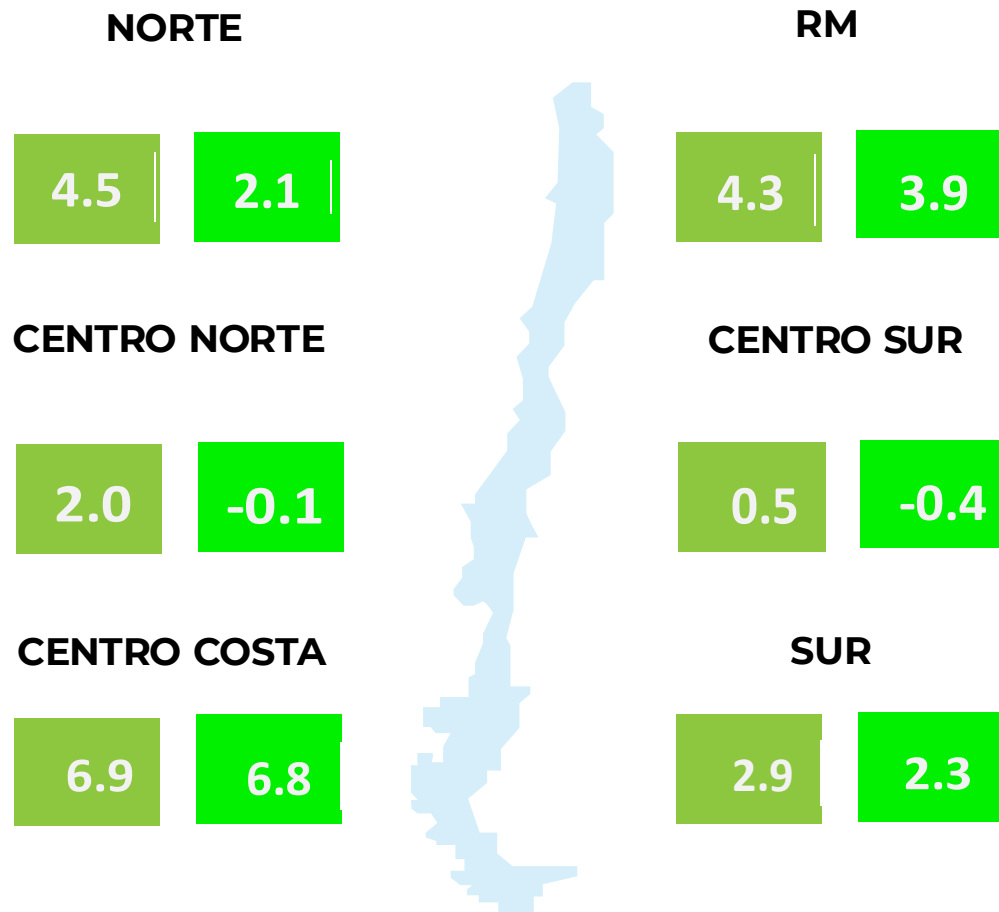
VAR. VALOR % - UAM VS PAM



Tier 1 Precio > 15% al promedio de la Canasta
Tier 3 Precio < 15% al promedio de la Canasta
Tier 2 Precio entre Tier 1 y Tier 3

EVOLUCION GENERAL DEL CONSUMO POR REGIÓN

VARIACIÓN VALOR % TOTAL CANASTA



REFERENCIA: UAM YTD



SEMAFORO DE REGION POR INDUSTRIA

		ALIMENTOS	ASEO HOGAR	BEBIDAS ALCOHOLICAS	BEBIDAS NO ALCOHOLICAS	HIGIENE PERSONAL	LACTEOS	SNACKS & CONFITES	TISSUE
UAM	TOTAL CHILE	1.4	1.1	4.3	3.7	6.0	2.2	6.5	1.2
	AREA 1 NORTE	5.6	5.9	-3.9	7.9	10.0	3.9	12.6	-2.0
	AREA 2 CENTRO NORTE	0.1	-1.8	0.9	2.0	8.8	1.2	5.0	1.4
	AREA 3 CENTRO COSTA	3.7	5.1	4.8	13.7	5.2	4.8	10.6	1.3
	AREA4 RM	2.0	2.8	6.6	3.5	6.2	3.1	6.5	3.2
	AREA 5 CENTRO SUR	-0.5	0.0	-0.9	-1.0	4.1	-0.7	5.2	-0.6
	AREA 6 SUR	0.3	-5.3	8.1	2.1	5.3	1.6	4.0	-1.0
YTD 2024	TOTAL CHILE	1.3	-0.6	4.1	2.3	5.7	1.1	5.5	-1.2
	AREA 1 NORTE	4.2	2.0	-4.1	1.7	7.9	1.9	10.2	-4.2
	AREA 2 CENTRO NORTE	0.3	-4.5	-2.2	-2.0	7.2	-0.1	3.4	-1.9
	AREA 3 CENTRO COSTA	3.8	3.3	5.6	13.7	5.0	3.4	10.4	-0.5
	AREA4 RM	1.7	1.5	7.0	2.8	6.3	2.1	6.0	0.7
	AREA 5 CENTRO SUR	-0.3	-1.9	-2.1	-2.8	3.8	-1.5	4.1	-2.8
	AREA 6 SUR	0.2	-6.3	8.9	1.0	5.2	0.6	1.8	-3.3

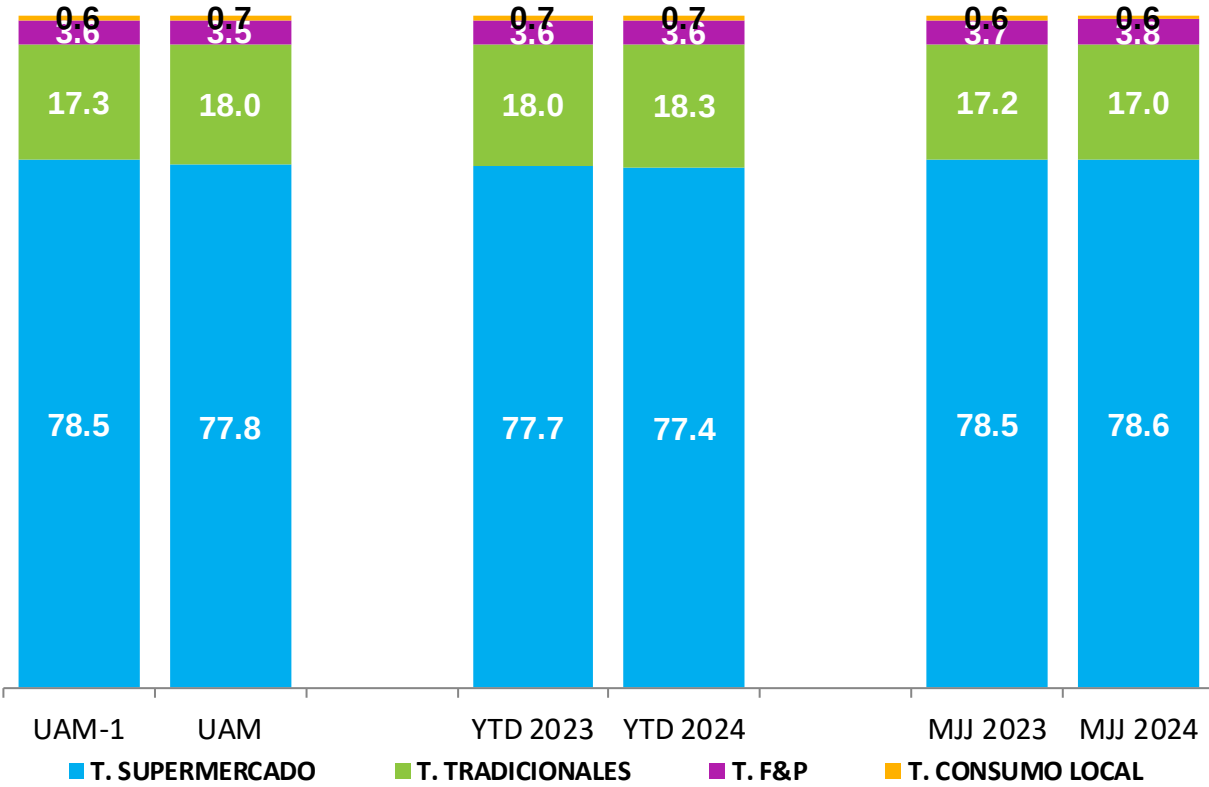
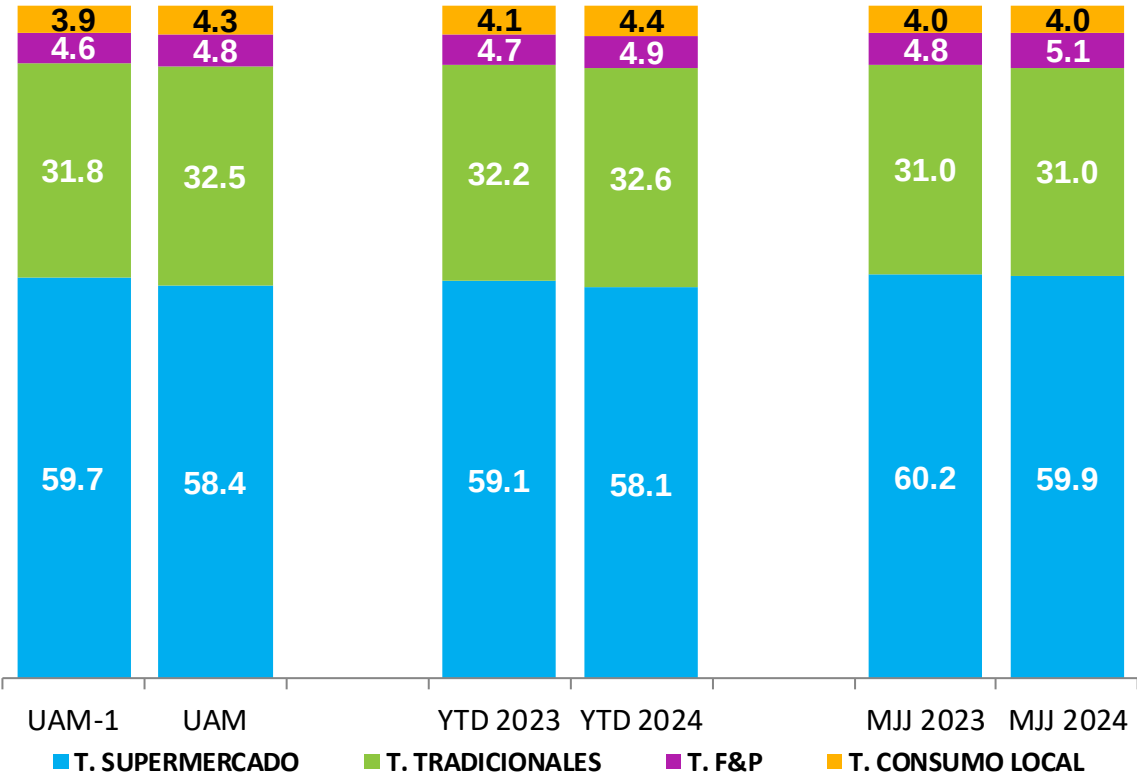
ESTRUCTURA DEL MERCADO | TOTAL CHILE

TOTAL CHILE

TOTAL CANASTA

MIX DE CANALES EN FACTURACIÓN

MIX DE CANALES EN VOLUMEN



DESARROLLO DE PRODUCTOS



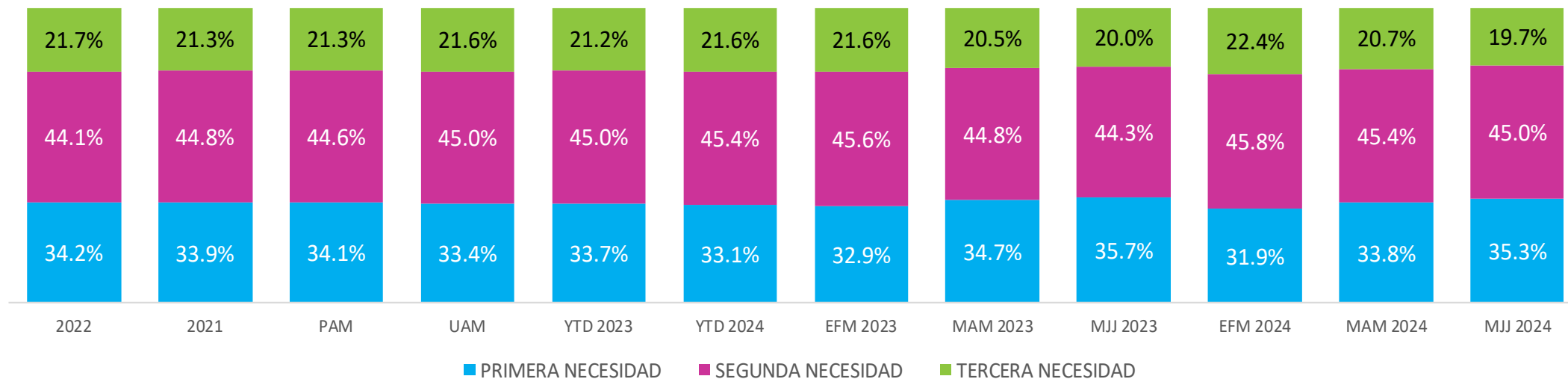
IMPORTANCIA DEL CONSUMO - T. CHILE

TIPO CATEGORÍAS

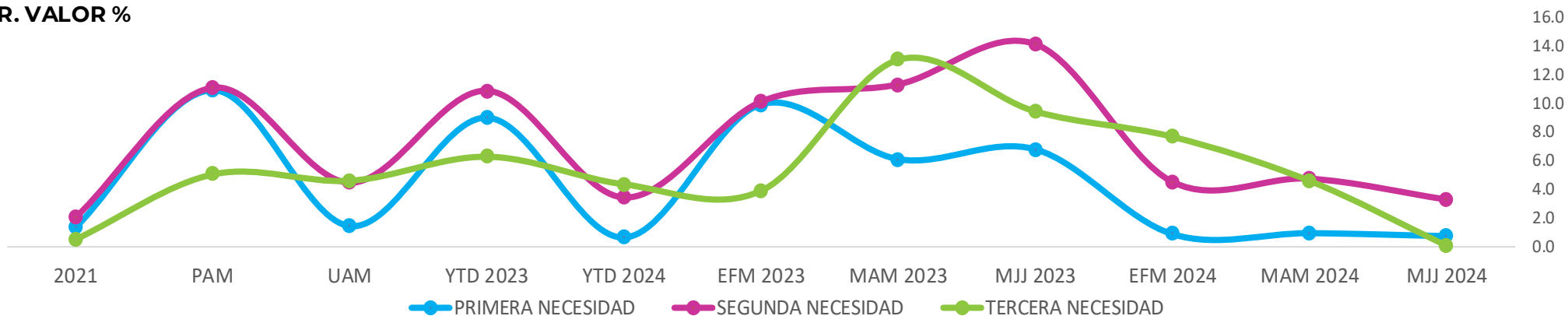
TOTAL CHILE



Importancia en Valor % - Total Canasta Nielsen



VAR. VALOR %





APORTE AL CRECIMIENTO EN VALOR | TOTAL CHILE

Por Familias de Categorías

VARIACIÓN % UAM VS PUAM

T. Canasta 3.5							
VAR. VALOR % UAM 1.4	4.3	3.7	2.2	6.5	1.1	6.0	1.2
ALIMENTOS	BEBIDAS ALCOHÓLICAS	BEBIDAS NO ALCOHÓLICAS	LÁCTEOS	SNACKS & CONFITES	ASEO HOGAR	HIGIENE PERSONAL	TISSUE
IMP. VALOR %UAM 21.5	19.3	20.5	7.4	12.9	4.7	8.7	5.0
PURE DE PAPAS ARROZ EMPAQUETADO MANJAR KETCHUP SOPAS Y CREMAS PAPILLAS PARA BEBE COMIDA PARA PERROS Y GATOS REFRIGERADOS HARINAS CRUDAS ACEITES COMESTIBLES	PISCOS VINOS COCKTAIL CERVEZAS LICOR VODKA WHISKY LICOR RON	BEBIDAS GASEOSAS AGUAS MINERALES NECTARES REFRESCOS EN POLVO	LECHES LIQUIDAS CREMAS DE LECHE YOGHURT MARGARINAS LECHES EN POLVO	CARAMELOS ENVASADOS CHOCOLATES GALLETAS SNACKS ALFAJORES	BETUNES PARA EL CALZADO SUAVIZANTES PARA ROPA INSECTICIDAS CERAS LAVALOZAS HIPOCLORITO DE SODIO DESODORANTES AMBIENTALES DETERGENTES PARA ROPA LUSTRAMUEBLES	CREMAS FACIALES BALSAMOS CREMAS PARA MANOS Y CUERPO DESODORANTES CORPORALES ENJUAGATORIOS BUCALES CEPILLOS DENTALES HOJAS Y MAQUINAS PARA AFEITAR TINTURAS PARA EL CABELLO JABONES DE TOCADOR PASTAS DENTALES	TOALLAS DESECHABLES PROTECCION SANITARIA FEMENINA PAÑUELOS DESECHABLES SERVILLETAS DE PAPEL PAPEL HIGIENICO PAÑALES DESECHABLES

*Categorías ordenadas por crecimiento (descendente).

■ Categorías con variación positiva

■ Categorías con variación negativa



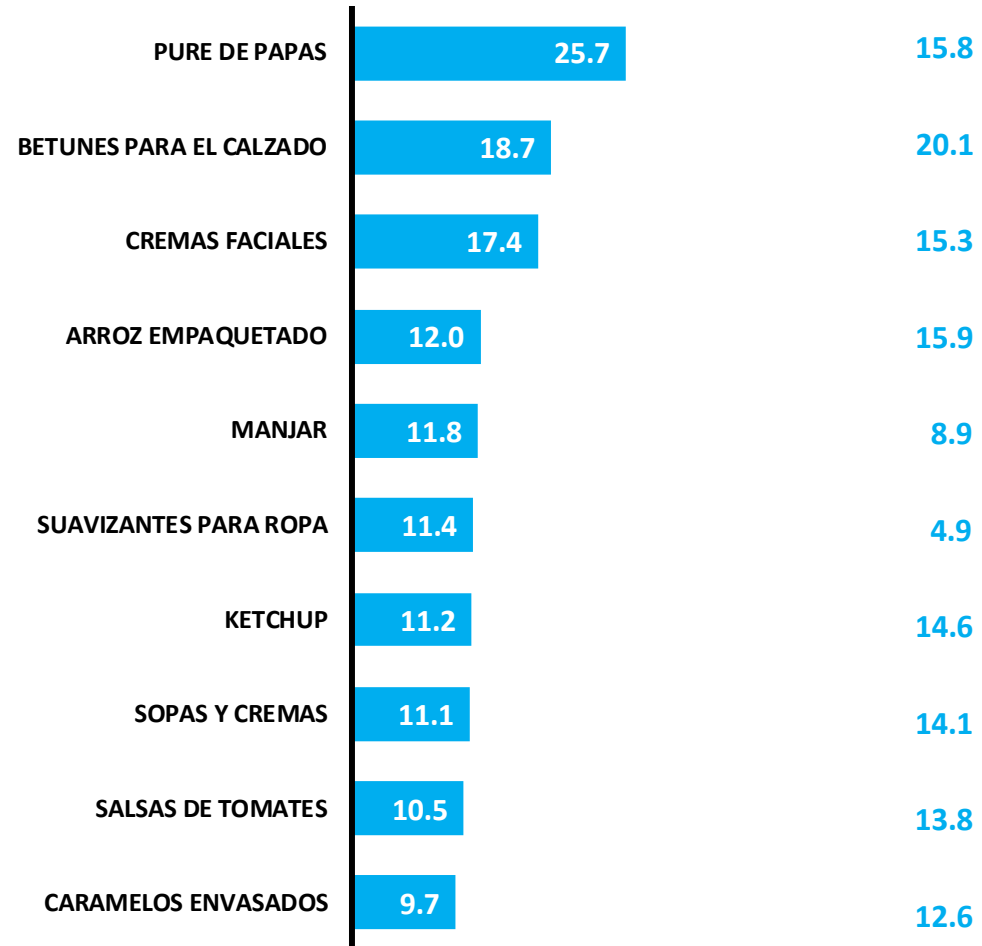
EVOLUCIÓN CATEGORÍAS | TOTAL CHILE

TOTAL CHILE

VARIACIÓN % UAM VS PUAM

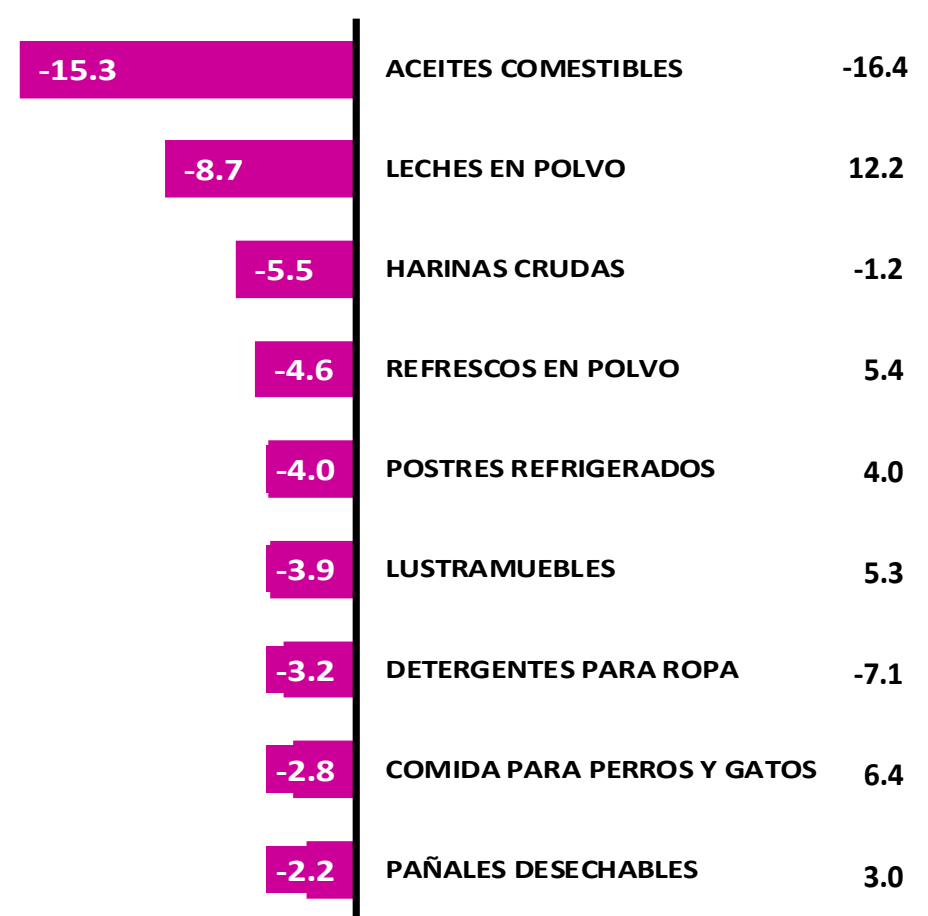
TOP 10 CATEGORÍAS DE MAYOR CRECIMIENTO EN VALOR

PPP



TOP 10 CATEGORÍAS DE MAYOR CAÍDA EN VALOR

PPP



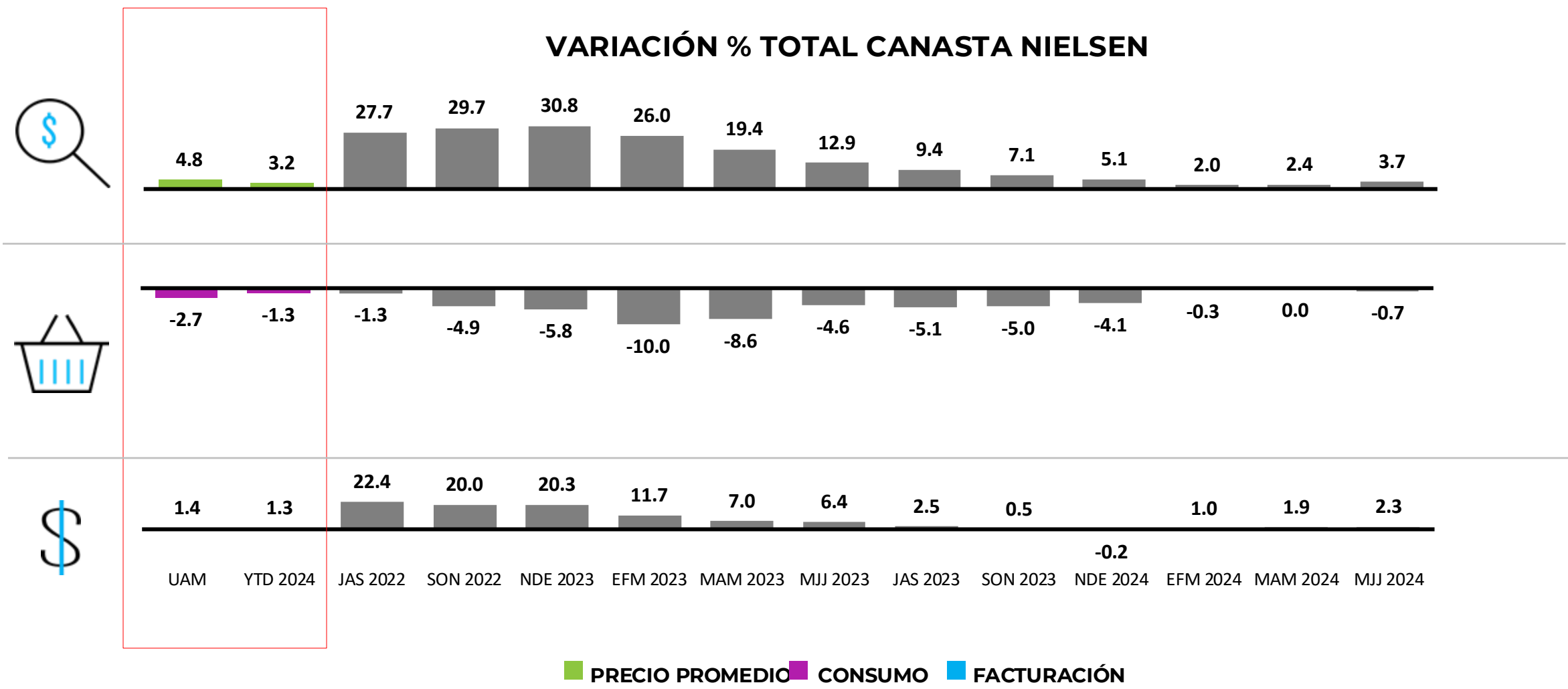


INDUSTRIA DE ALIMENTOS



INDUSTRIA ALIMENTOS | TOTAL CHILE

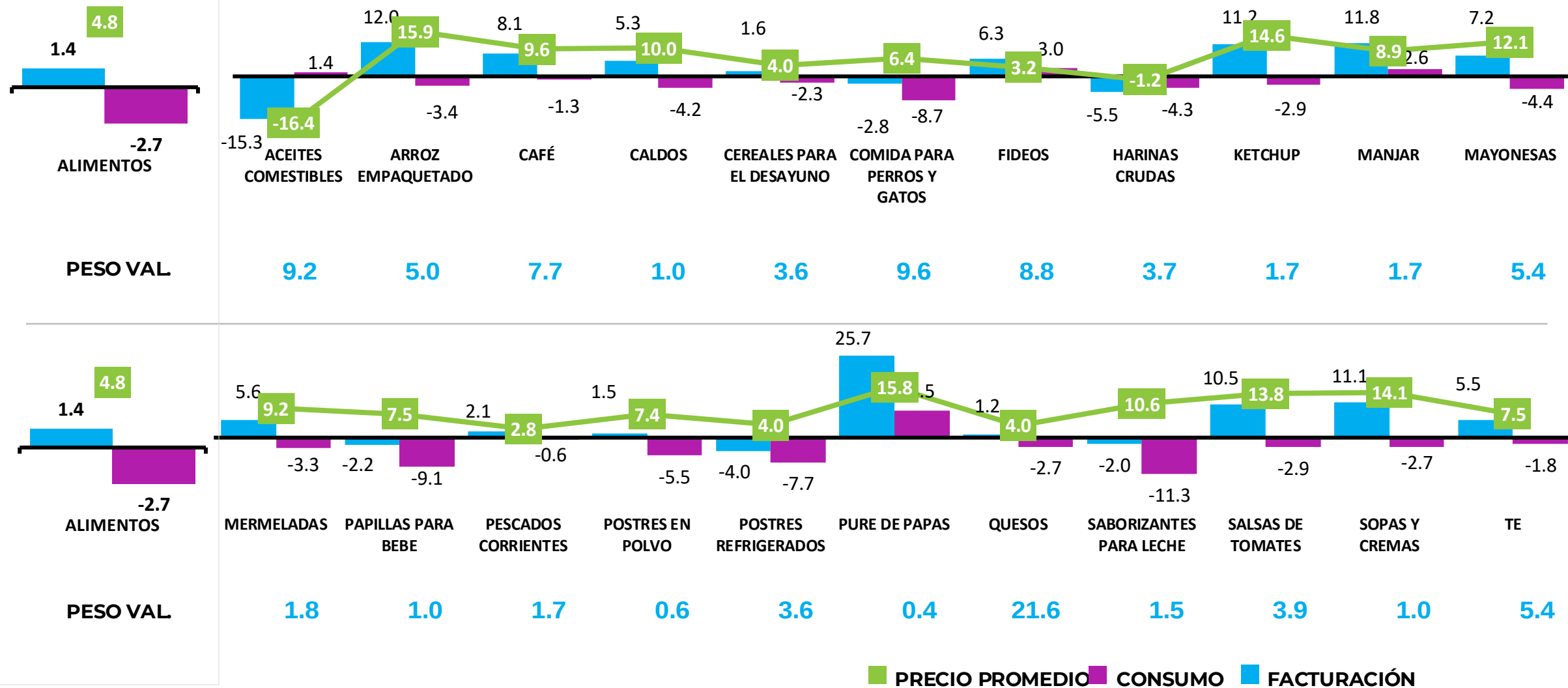
Evolución General del Consumo



INDUSTRIA ALIMENTOS | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM

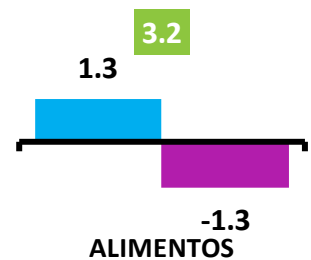




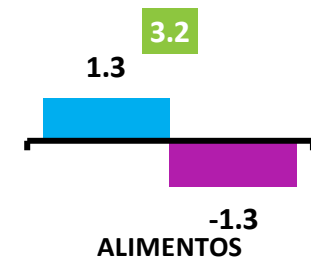
INDUSTRIA ALIMENTOS | TOTAL CHILE

Evolución de Categorías

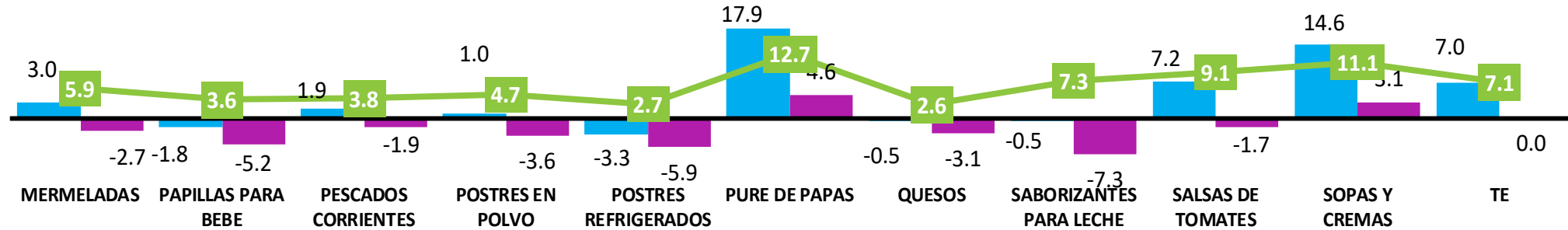
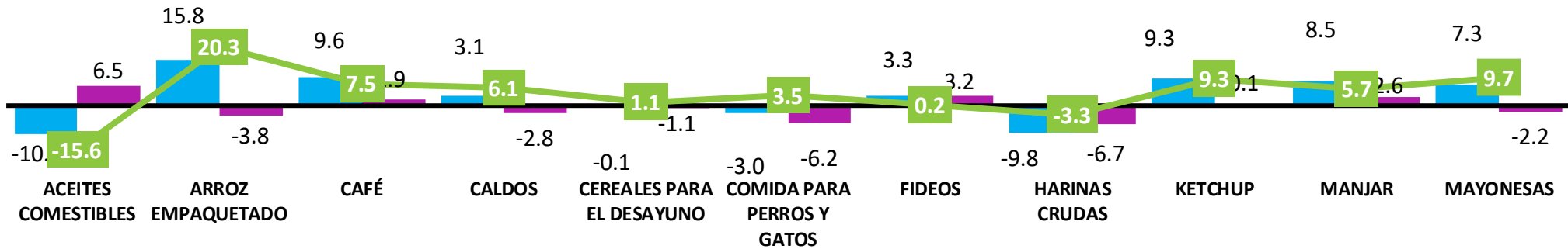
VAR.% YTD-1 VS YTD



PESO VAL



PESO VAL



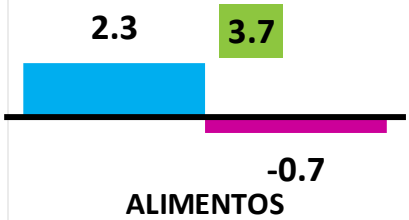
PRECIO PROMEDIO CONSUMO FACTURACIÓN



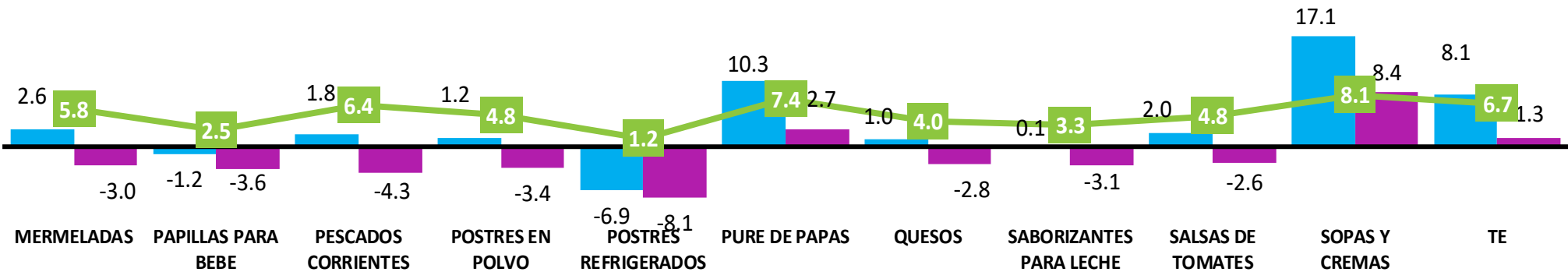
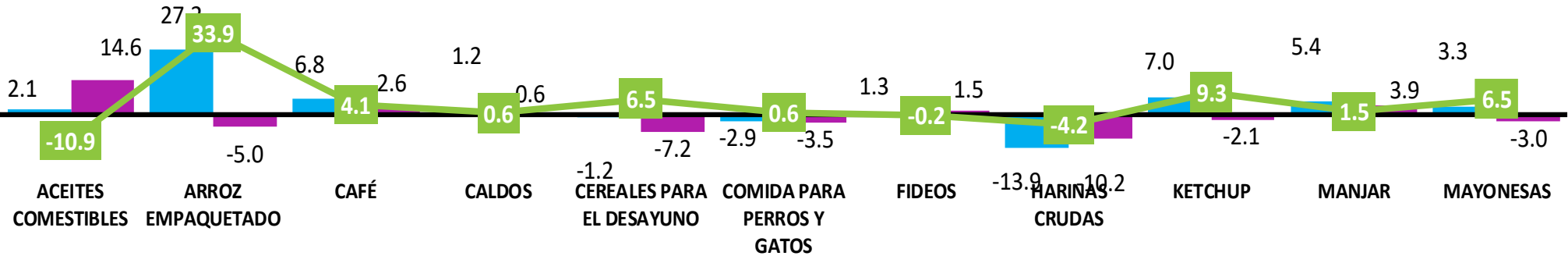
INDUSTRIA ALIMENTOS | TOTAL CHILE

Evolución de Categorías

VAR.% Trimestre



PESO VAL



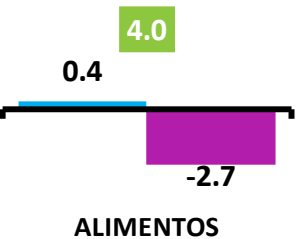
PRECIO PROMEDIO CONSUMO FACTURACIÓN



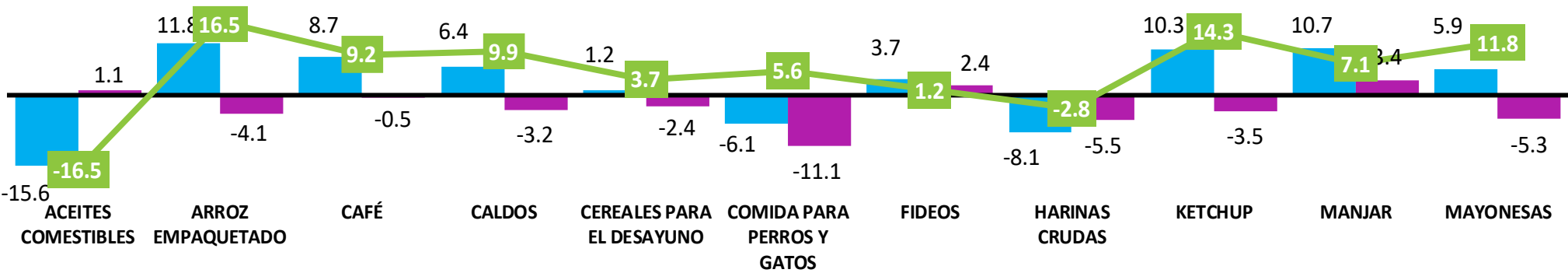
INDUSTRIA ALIMENTOS | SSPP

Evolución de Categorías

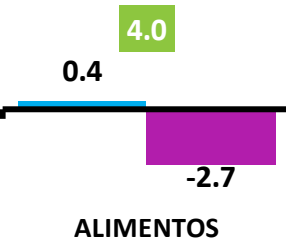
VAR.% UAM VS PAM



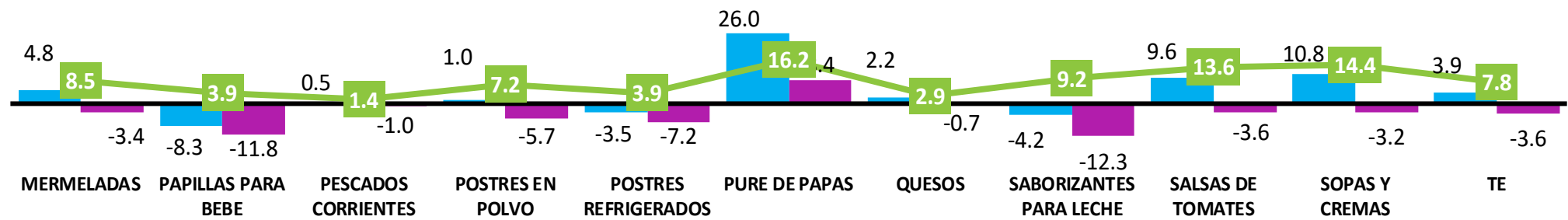
PESO VAL



10.0 5.2 7.6 1.0 4.0 9.3 8.4 3.9 1.7 1.7 5.3



PESO VAL



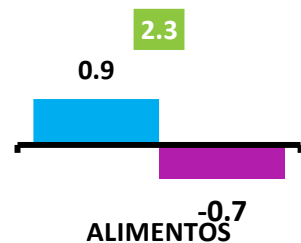
1.7 0.7 1.6 0.7 3.6 0.4 21.3 1.5 3.9 0.9 5.6

PRECIO PROMEDIO CONSUMO FACTURACIÓN

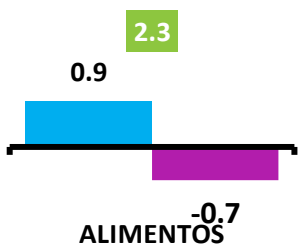
INDUSTRIA ALIMENTOS | SSPP

Evolución de Categorías

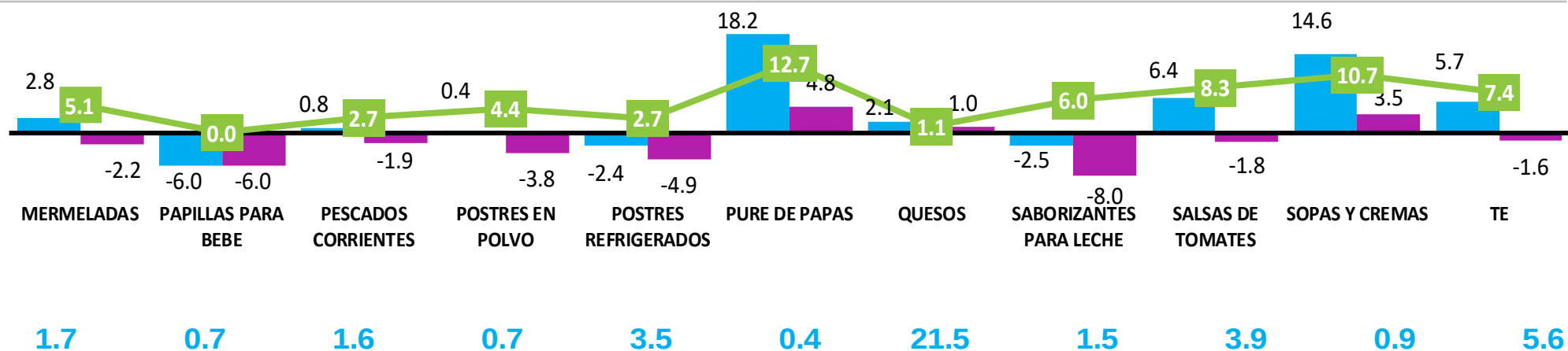
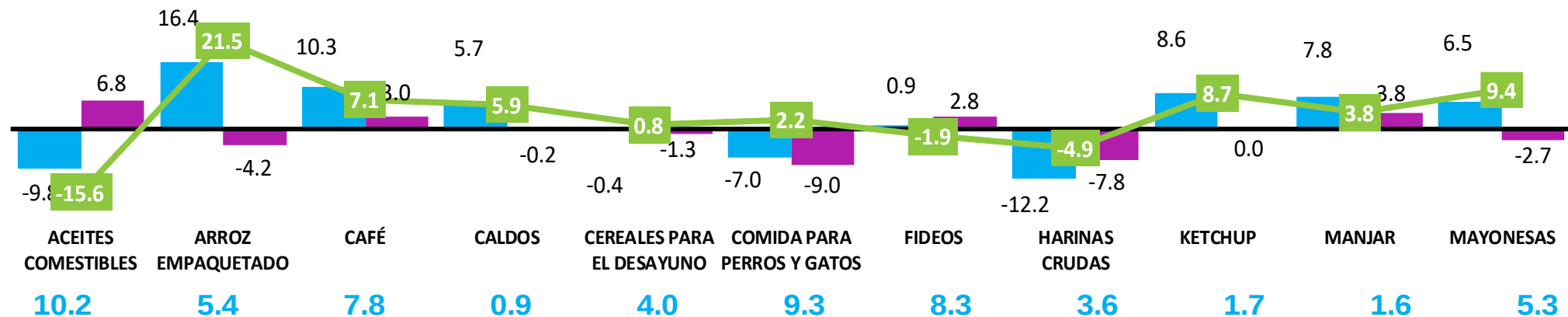
VAR.% YTD-1 VS YTD



PESO VAL



PESO VAL

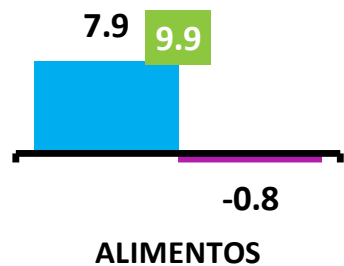


PRECIO PROMEDIO CONSUMO FACTURACIÓN

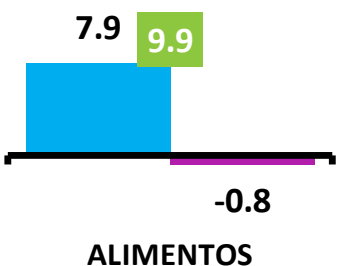
INDUSTRIA ALIMENTOS | TRADICIONAL

Evolución de Categorías

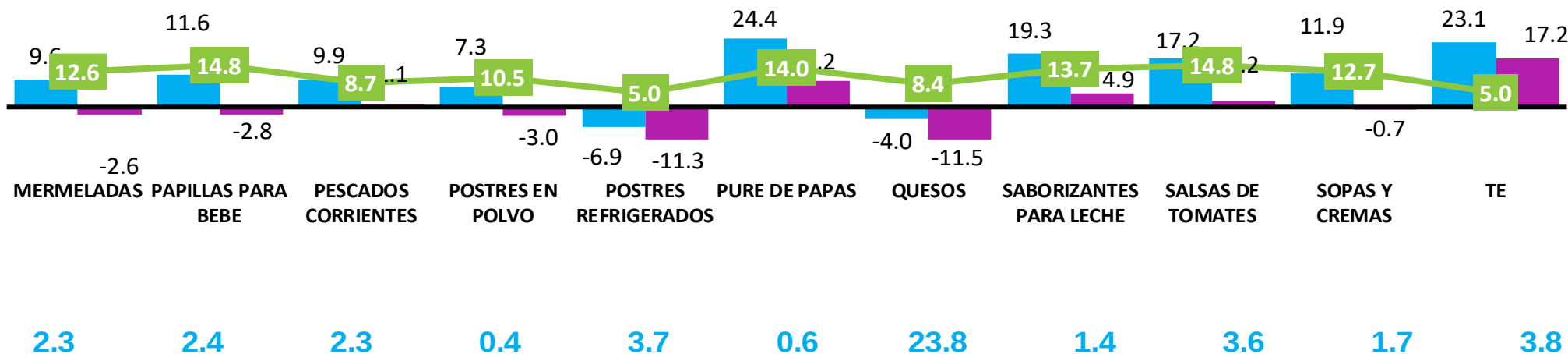
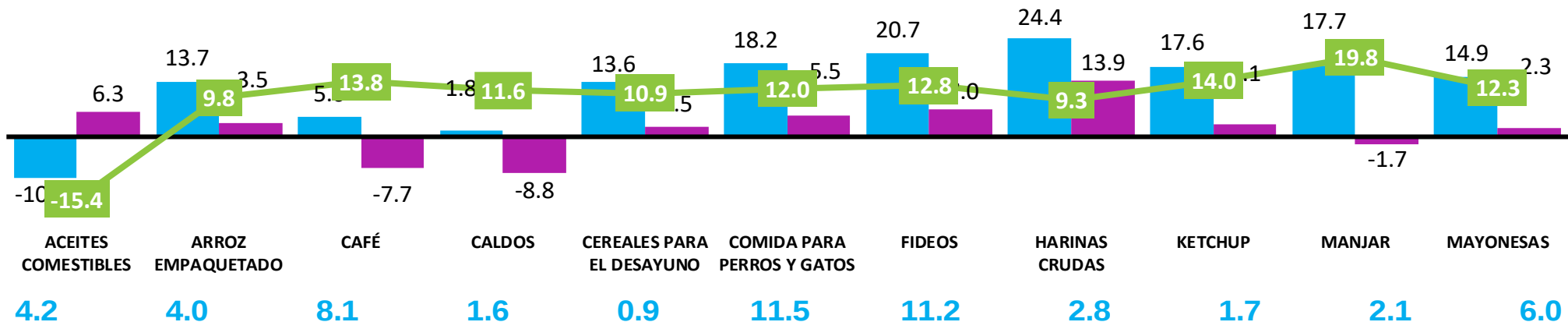
VAR.% UAM VS PAM



PESO VAL



PESO VAL



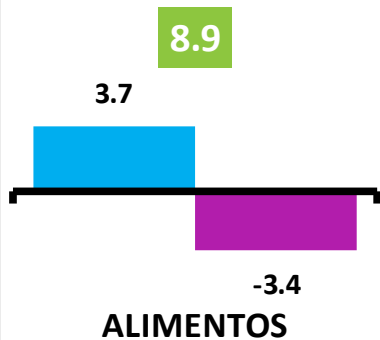
PRECIO PROMEDIO CONSUMO FACTURACIÓN



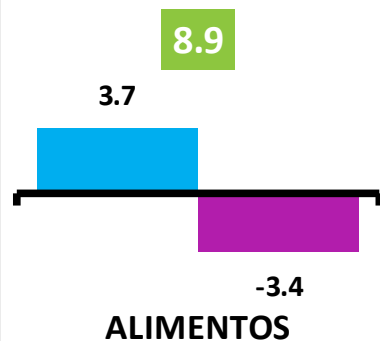
INDUSTRIA ALIMENTOS | TRADICIONAL

Evolución de Categorías

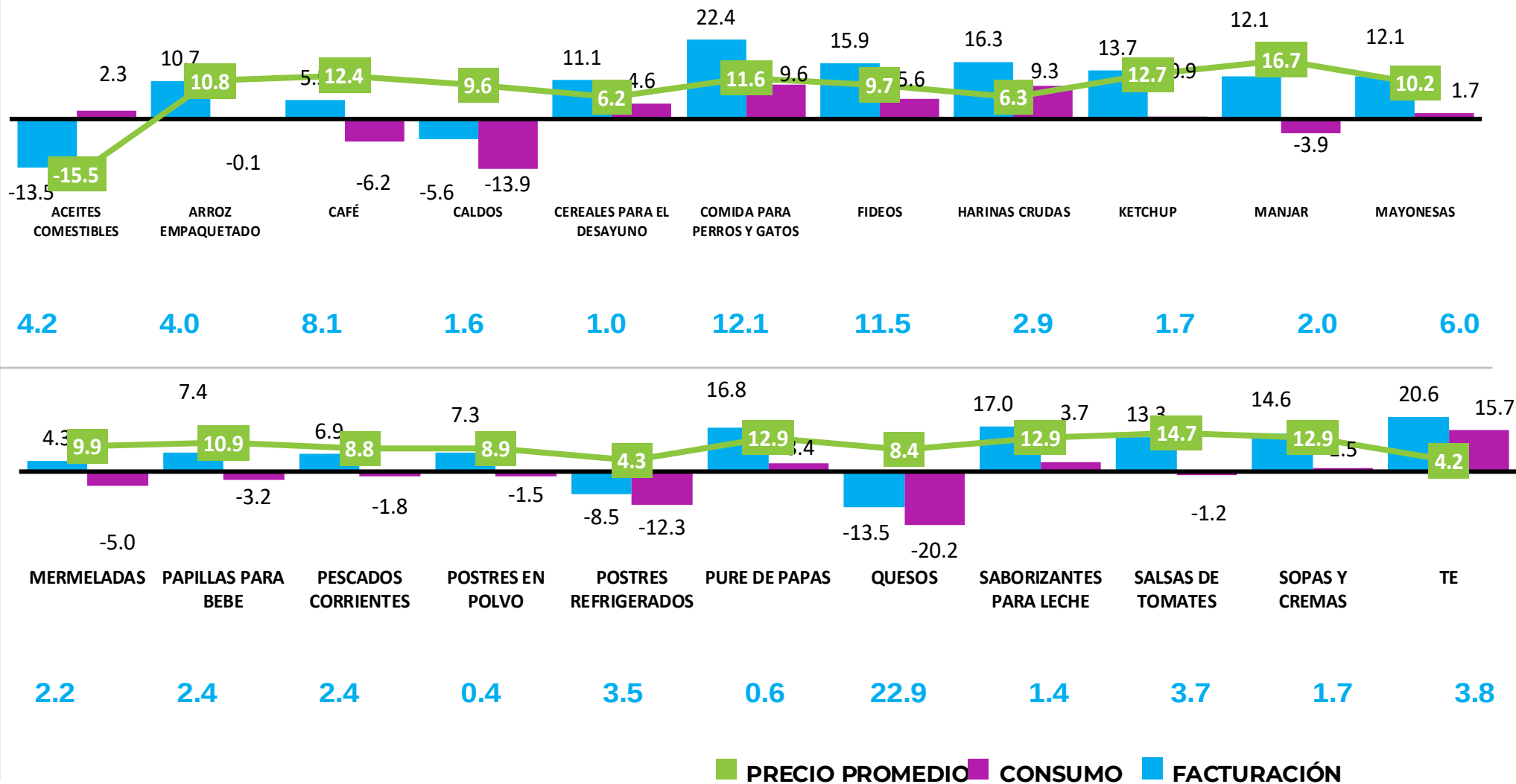
VAR.% YTD-1 VS YTD



PESO VAL



PESO VAL

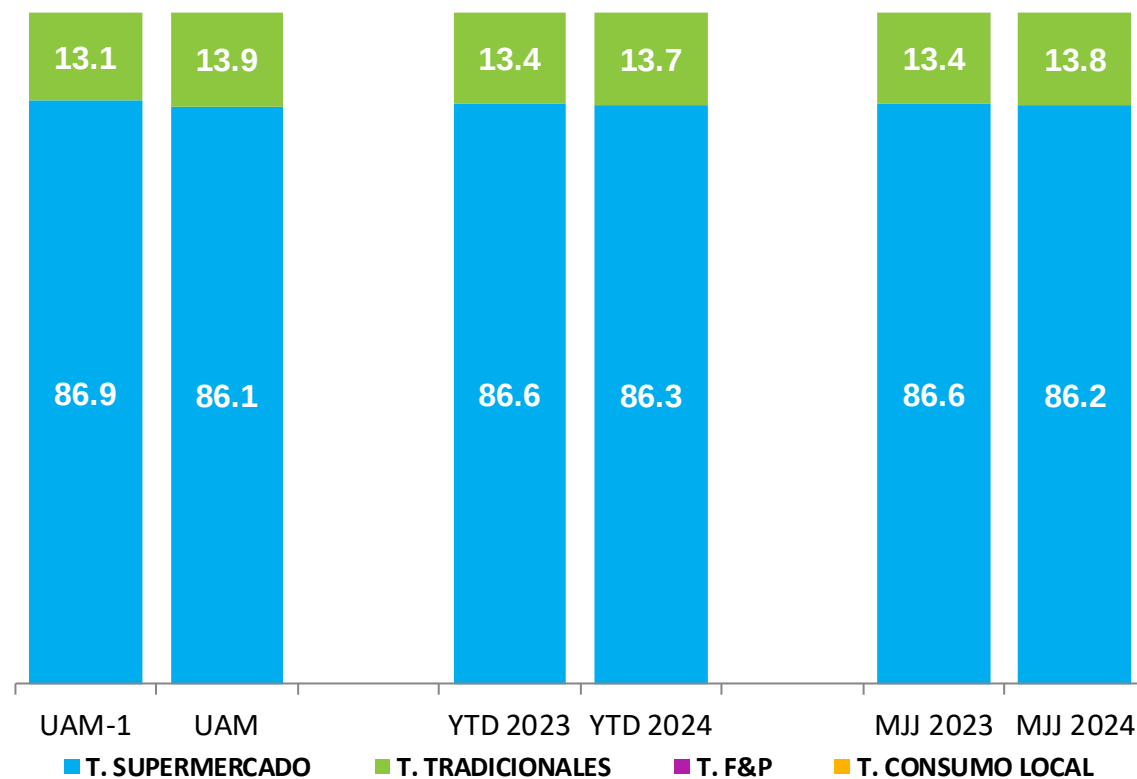


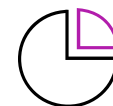


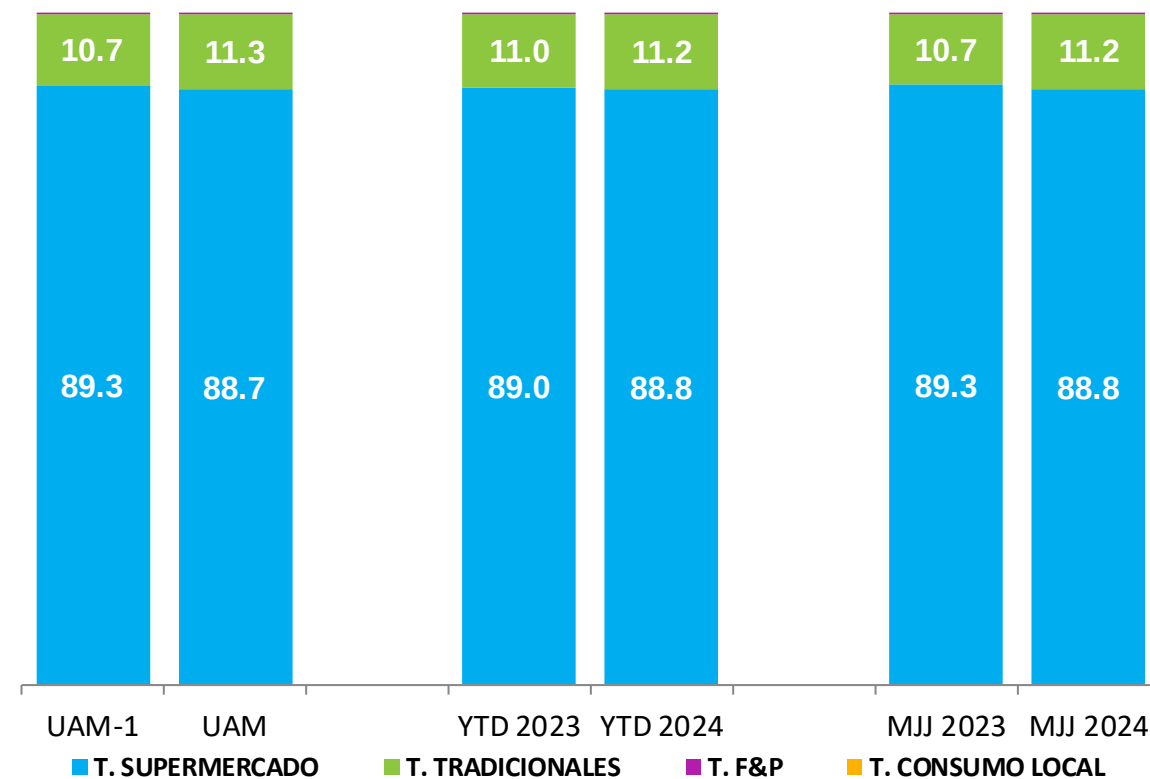
ESTRUCTURA DE MERCADO | TOTAL CHILE

Industria Alimentos

 MIX DE CANALES EN **FACTURACIÓN**



 MIX DE CANALES EN **VOLUMEN**



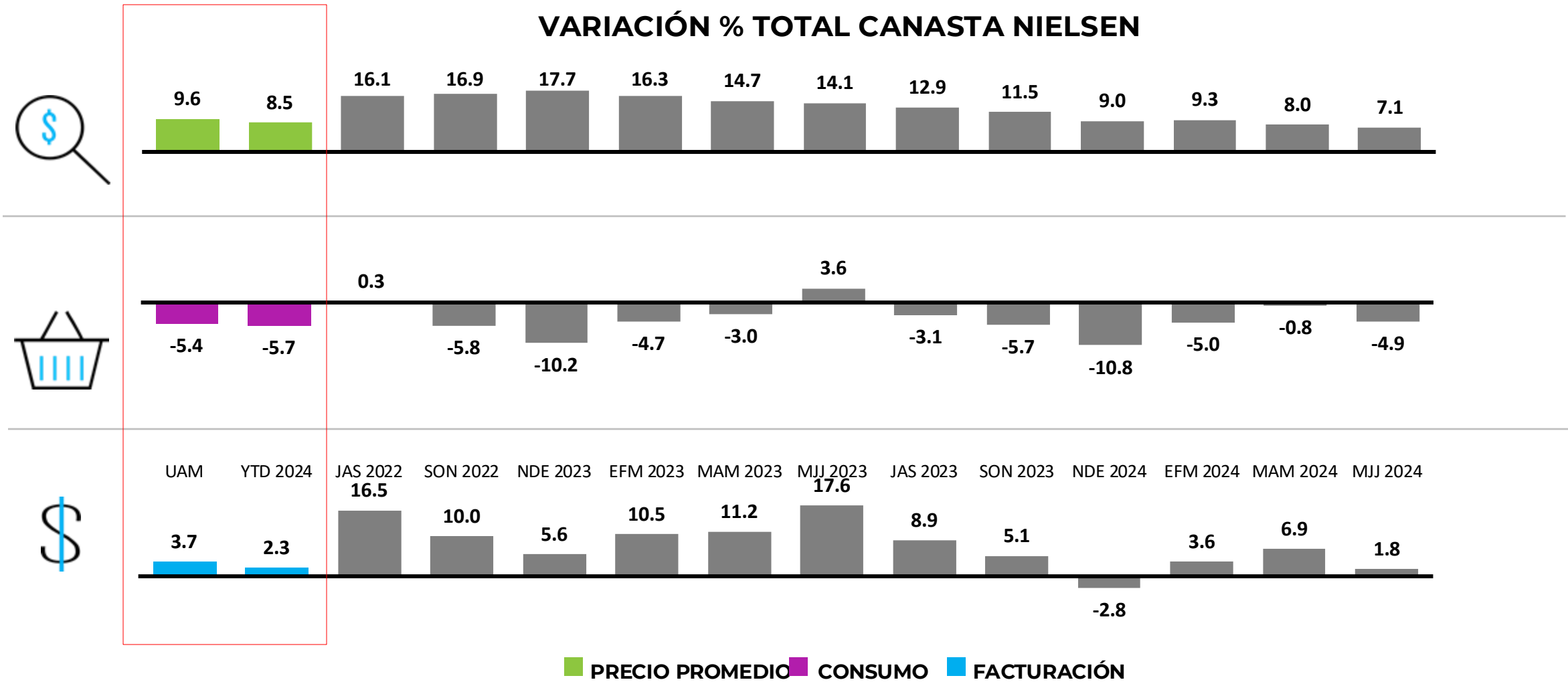


INDUSTRIA BEBIDAS NO ALCOHÓLICAS



INDUSTRIA B. NO ALCOHÓLICAS | TOTAL CHILE

Evolución General del Consumo

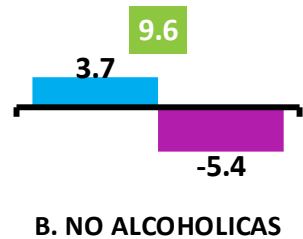




INDUSTRIA B. NO ALCOHÓLICAS | TOTAL CHILE

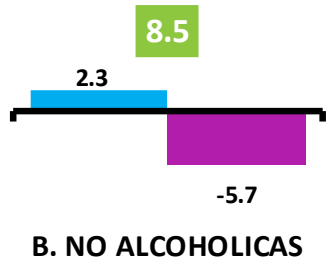
Evolución de Categorías

VAR.% UAM VS PAM

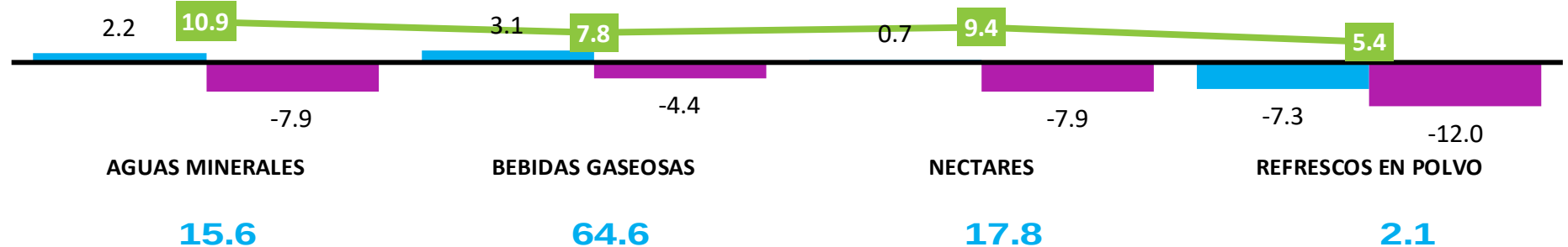
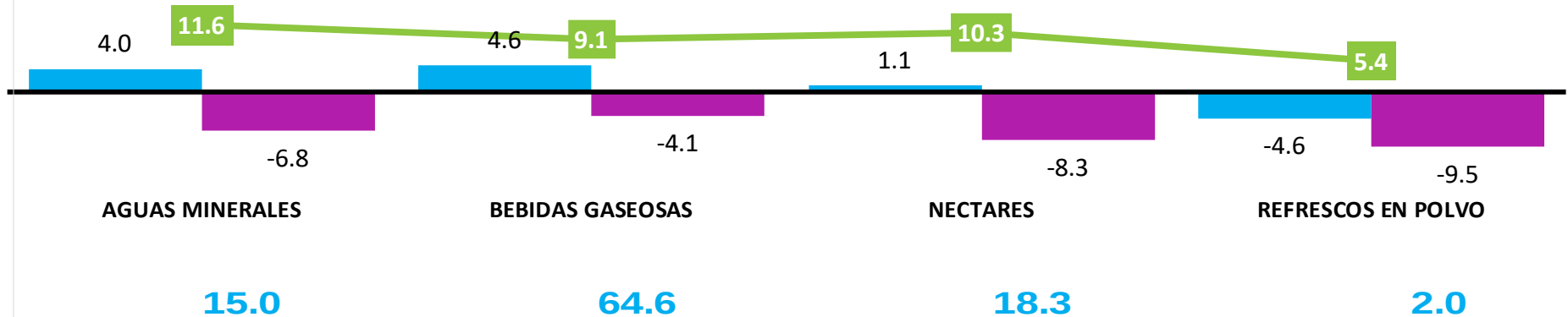


PESO VAL

VAR.% YTD-1 VS YTD



PESO VAL



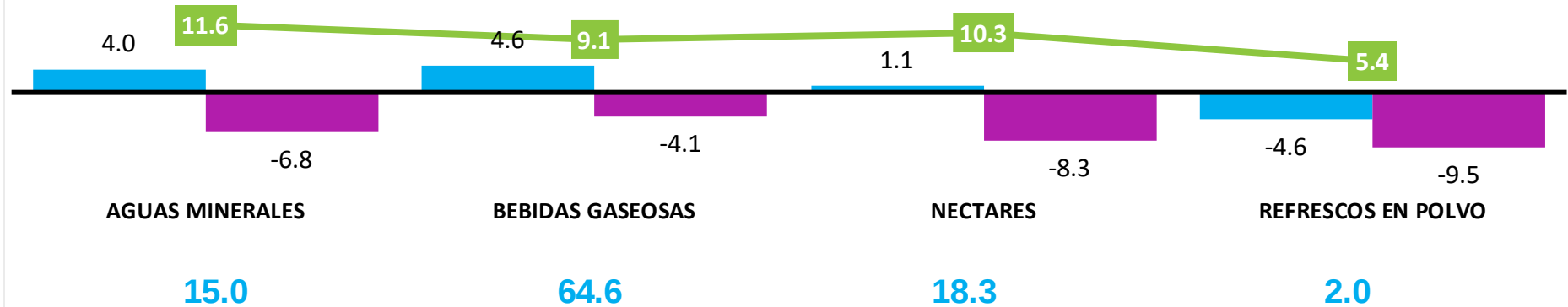
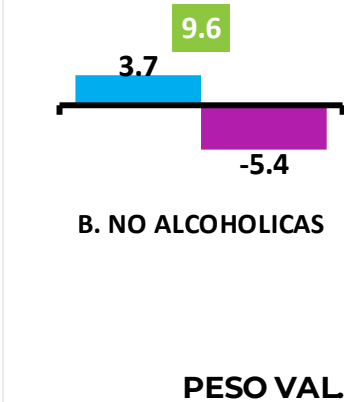
PRECIO PROMEDIO CONSUMO FACTURACIÓN



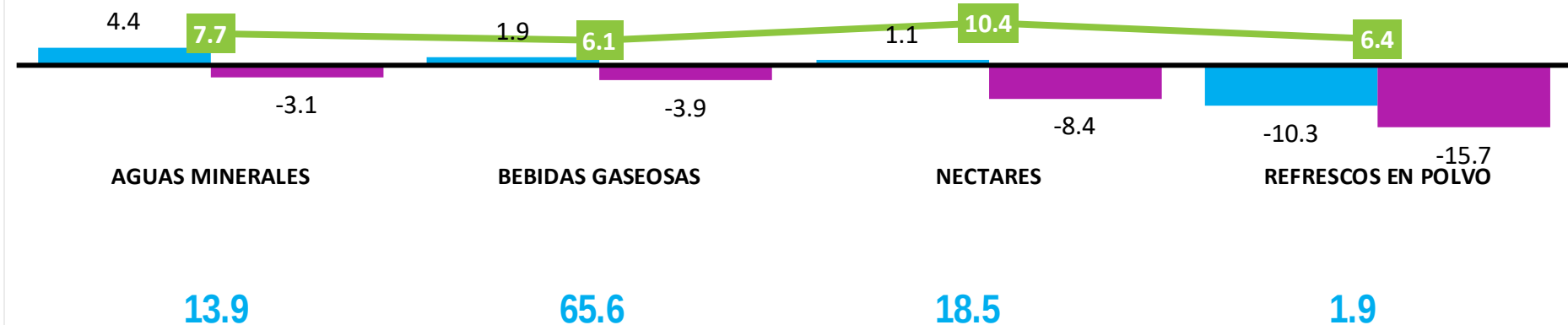
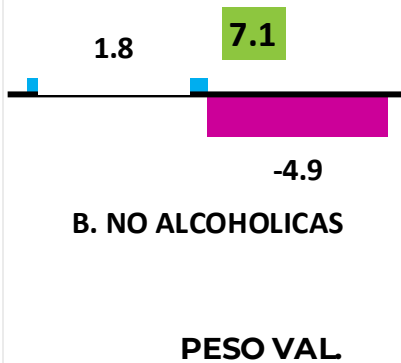
INDUSTRIA B. NO ALCOHÓLICAS | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% Trimestre



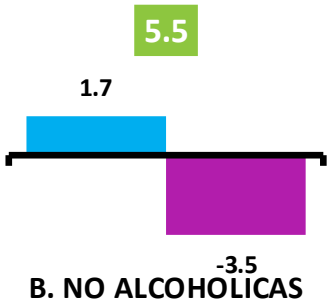
PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA B. NO ALCOHÓLICAS | T. SSPP

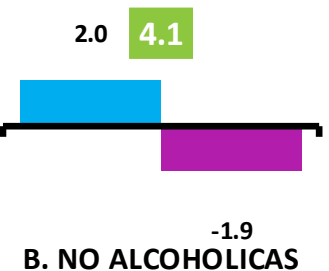
Evolución de Categorías

VAR.% UAM VS PAM

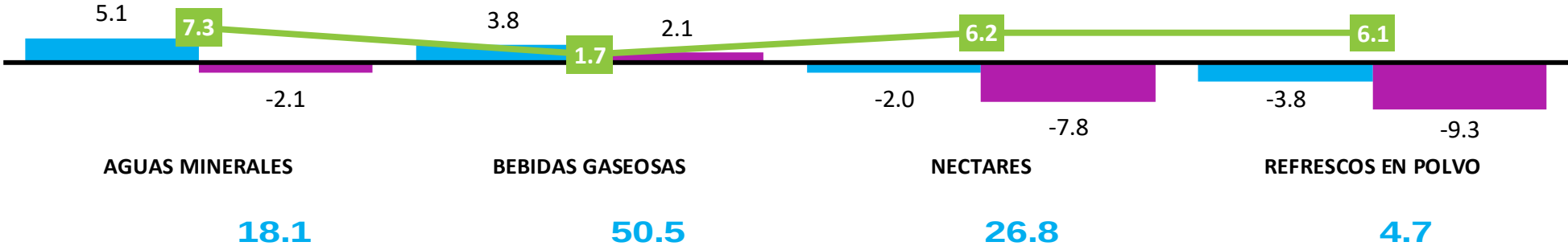
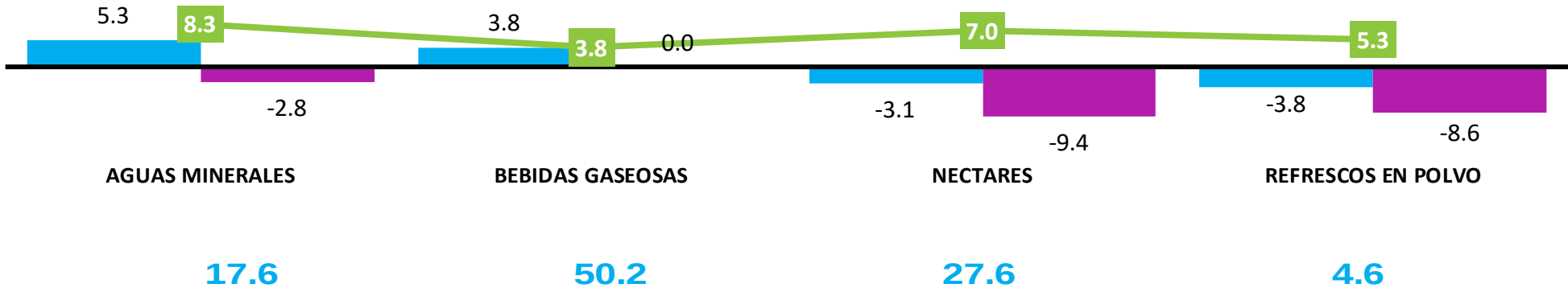


PESO VAL

VAR.% YTD-1 VS YTD



PESO VAL



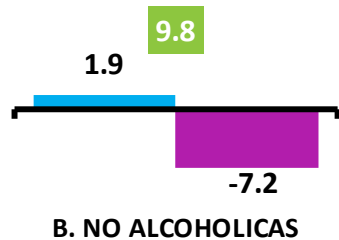
PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA B. NO ALCOHÓLICAS | T. TRADICIONAL

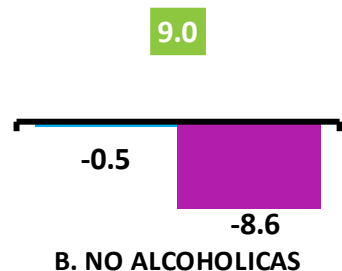
Evolución de Categorías

VAR.% UAM VS PAM

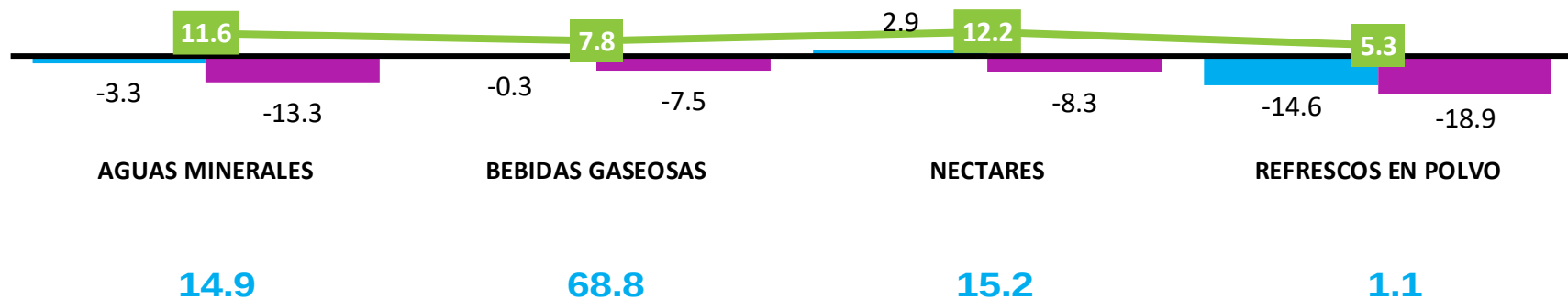
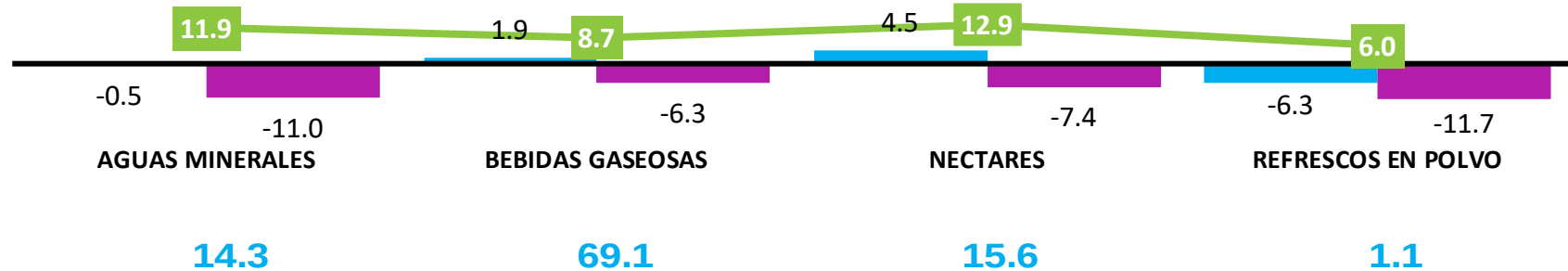


PESO VAL

VAR.% YTD-1 VS YTD



PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN

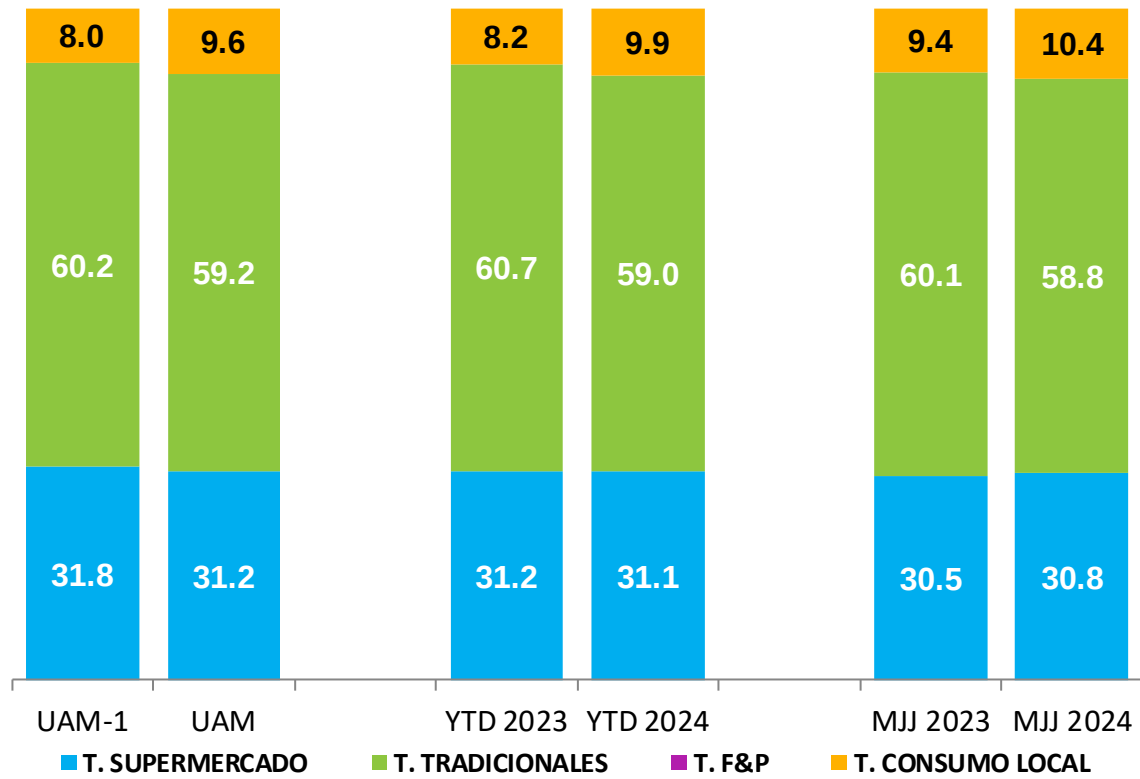


ESTRUCTURA DE MERCADO | TOTAL CHILE

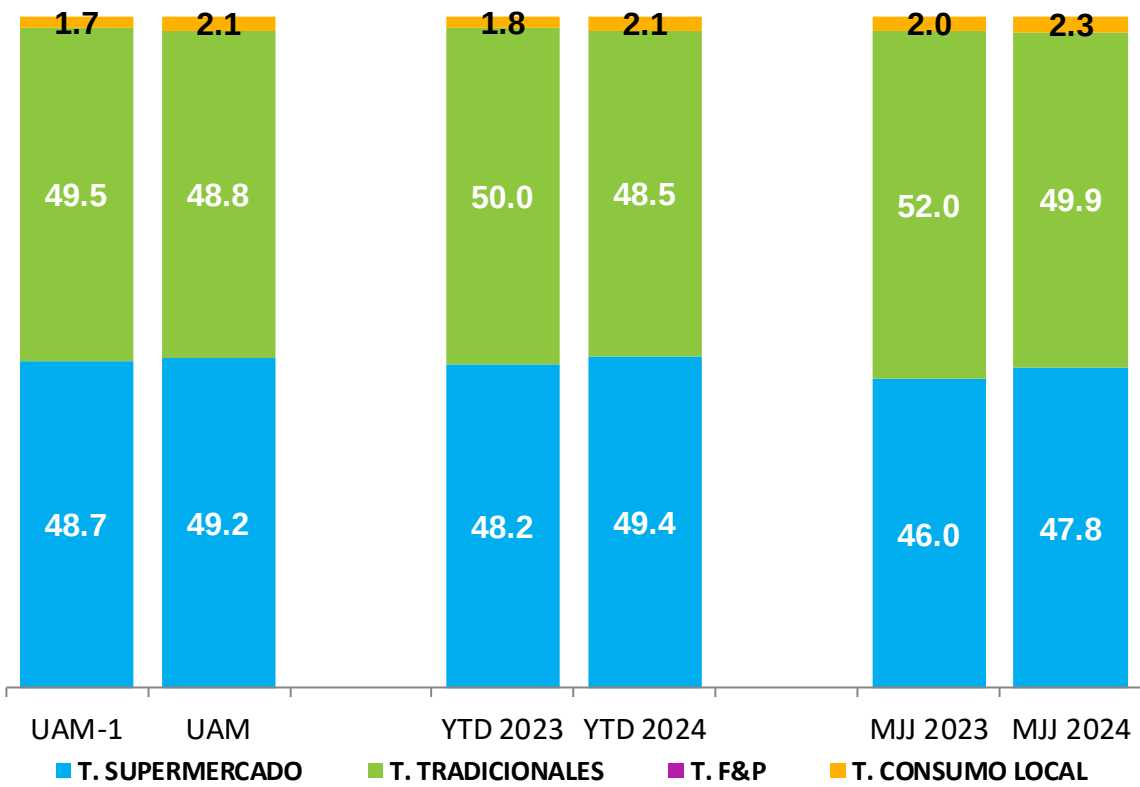
Industria Bebidas no Alcohólicas



MIX DE CANALES EN **FACTURACIÓN**



MIX DE CANALES EN **VOLUMEN**



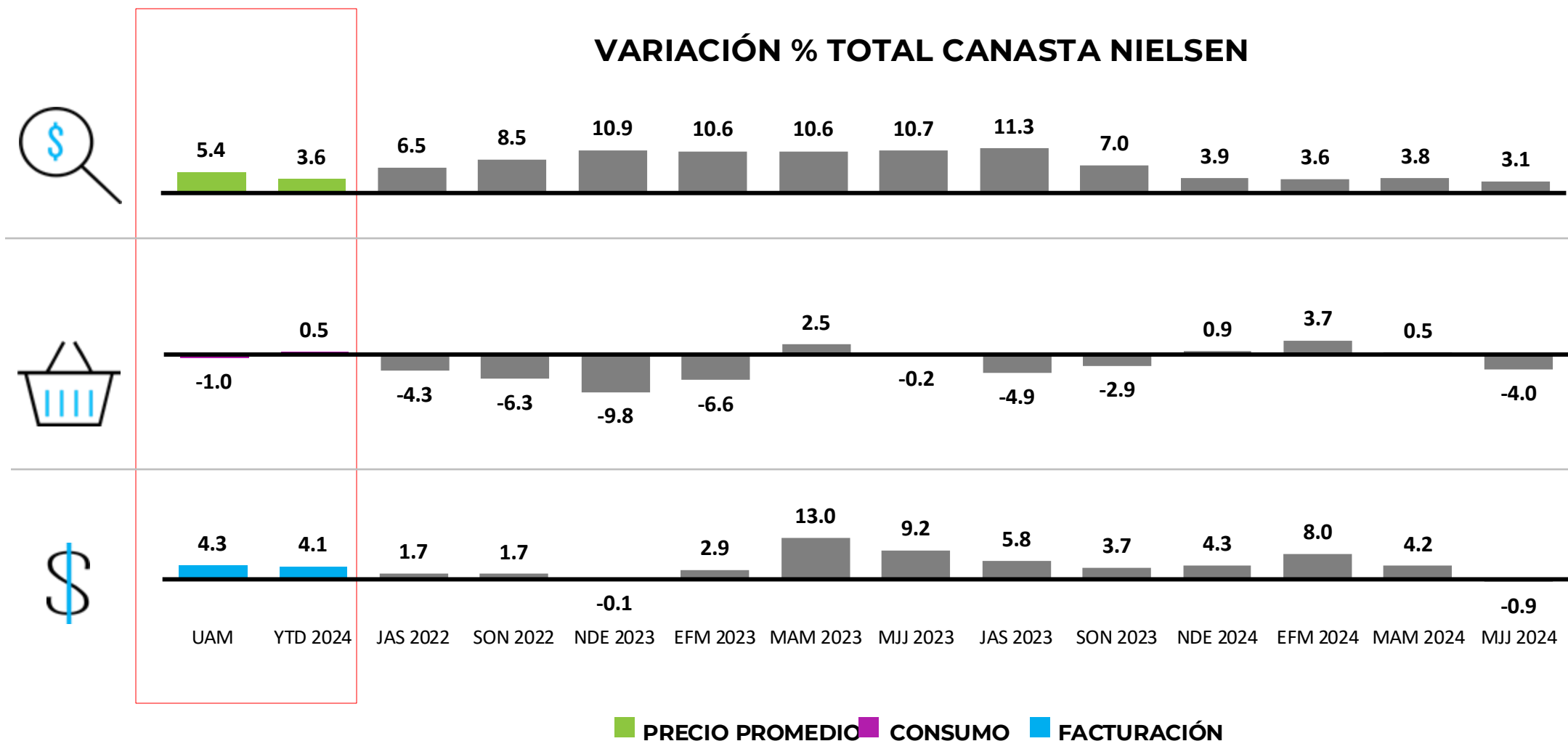


INDUSTRIA BEBIDAS ALCOHÓLICAS



INDUSTRIA B. ALCOHÓLICAS | TOTAL CHILE

Evolución General del Consumo

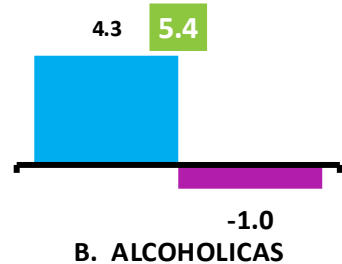




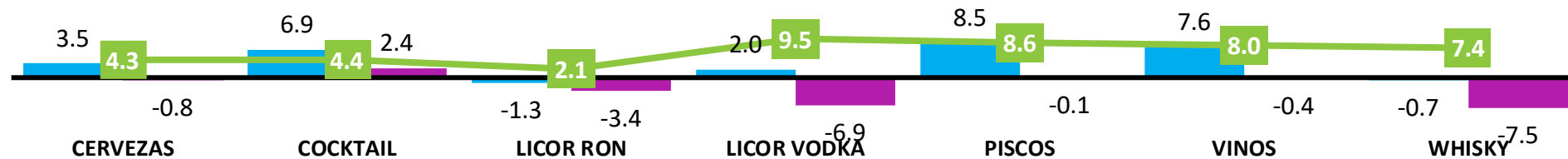
INDUSTRIA B. ALCOHÓLICAS | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM



PESO VAL



64.8

4.3

1.6

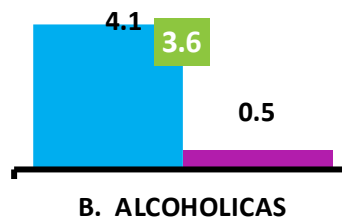
0.8

5.3

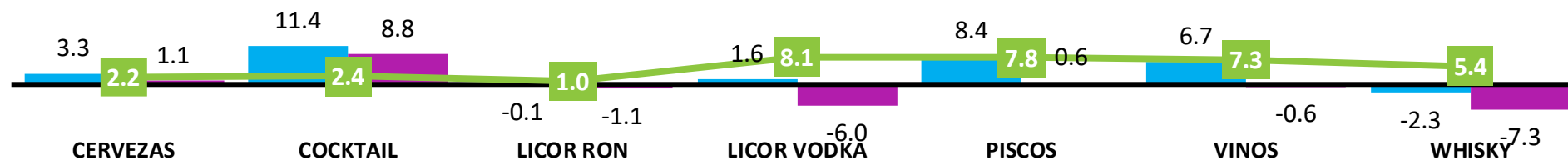
17.8

5.4

VAR.% YTD-1 VS YTD



PESO VAL



65.5

4.4

1.6

0.7

5.2

17.4

5.3

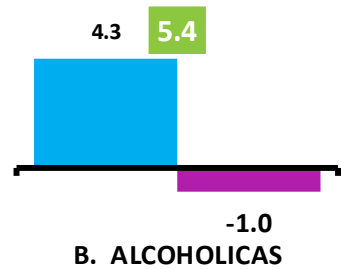
PRECIO PROMEDIO CONSUMO FACTURACIÓN



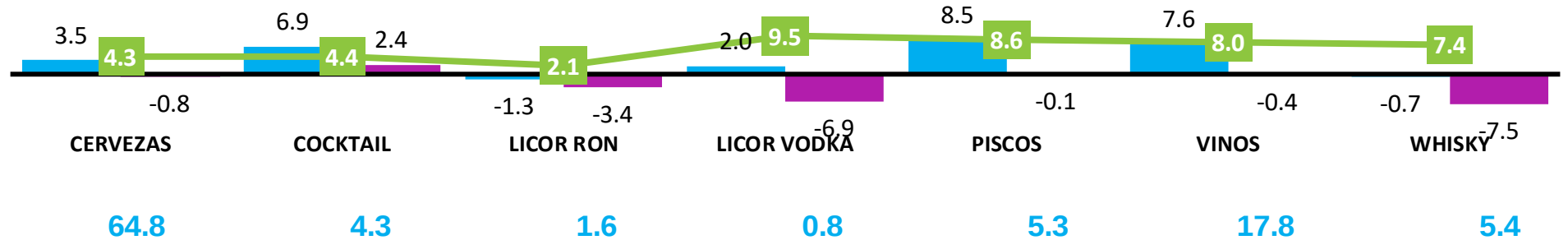
INDUSTRIA B. ALCOHÓLICAS | TOTAL CHILE

Evolución de Categorías

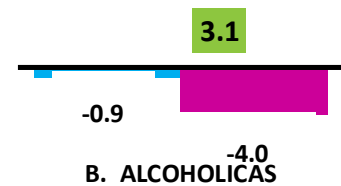
VAR.% UAM VS PAM



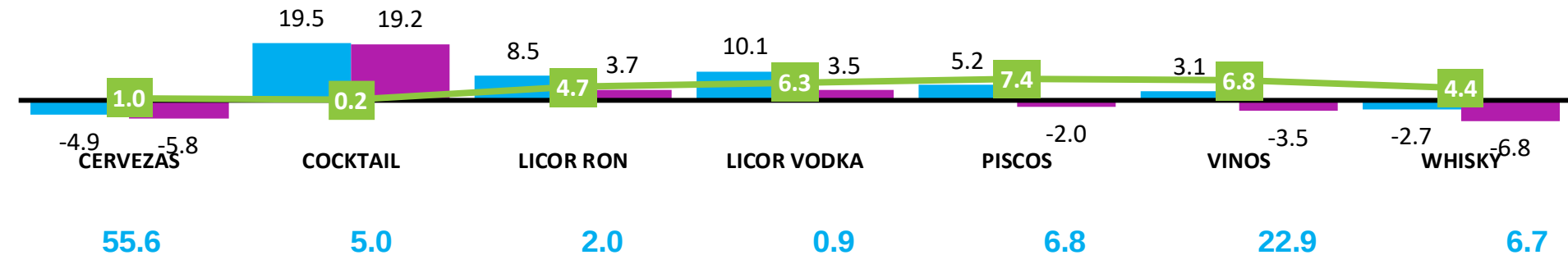
PESO VAL



VAR.% Trimestre



PESO VAL



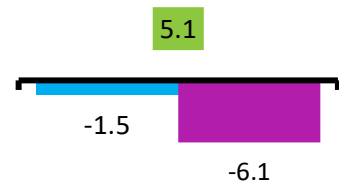
PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA B. ALCOHÓLICAS | T. SSPP

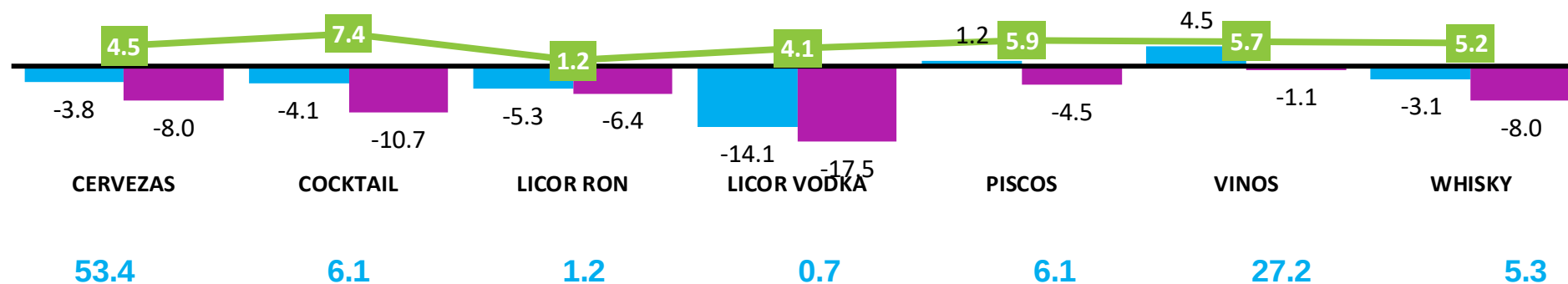
Evolución de Categorías

VAR.% UAM VS PAM



B. ALCOHOLICAS

PESO VAL

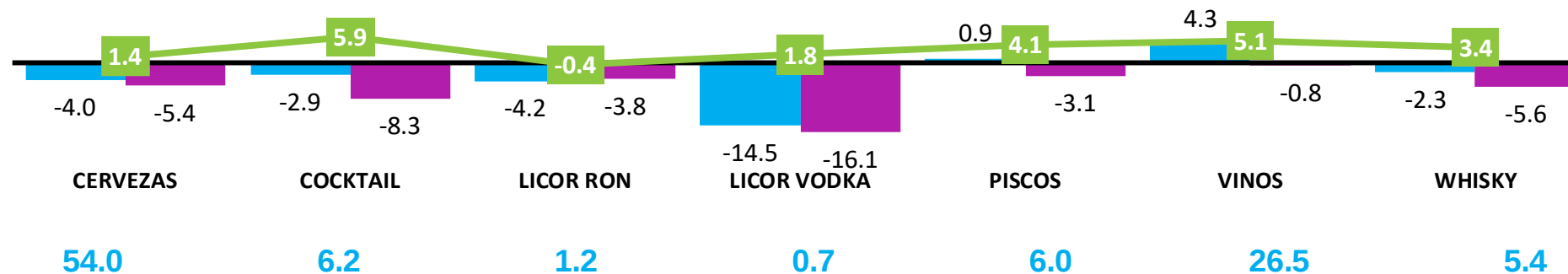


VAR.% YTD-1 VS YTD



B. ALCOHOLICAS

PESO VAL



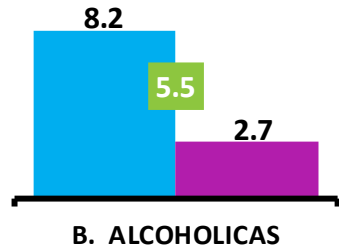
PRECIO PROMEDIO CONSUMO FACTURACIÓN



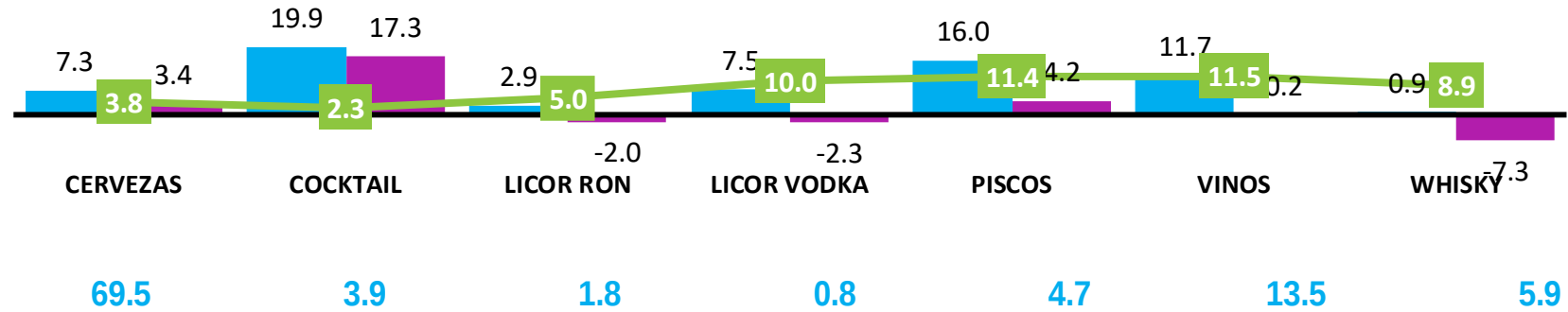
INDUSTRIA B. ALCOHÓLICAS | T. TRADICIONAL

Evolución de Categorías

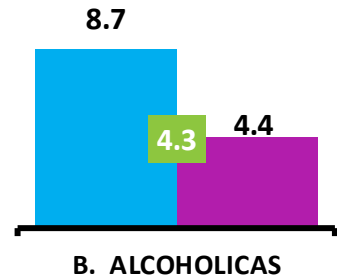
VAR.% UAM VS PAM



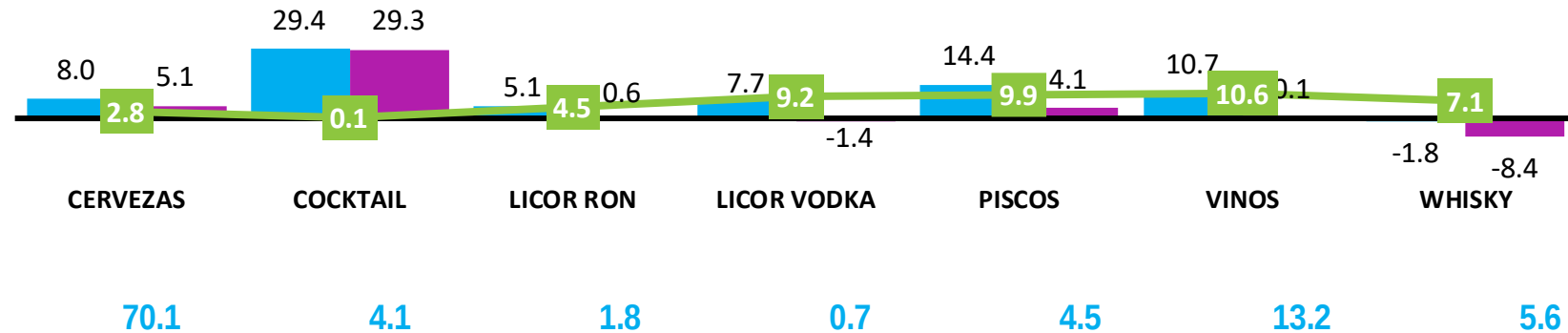
PESO VAL



VAR.% YTD-1 VS YTD



PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN

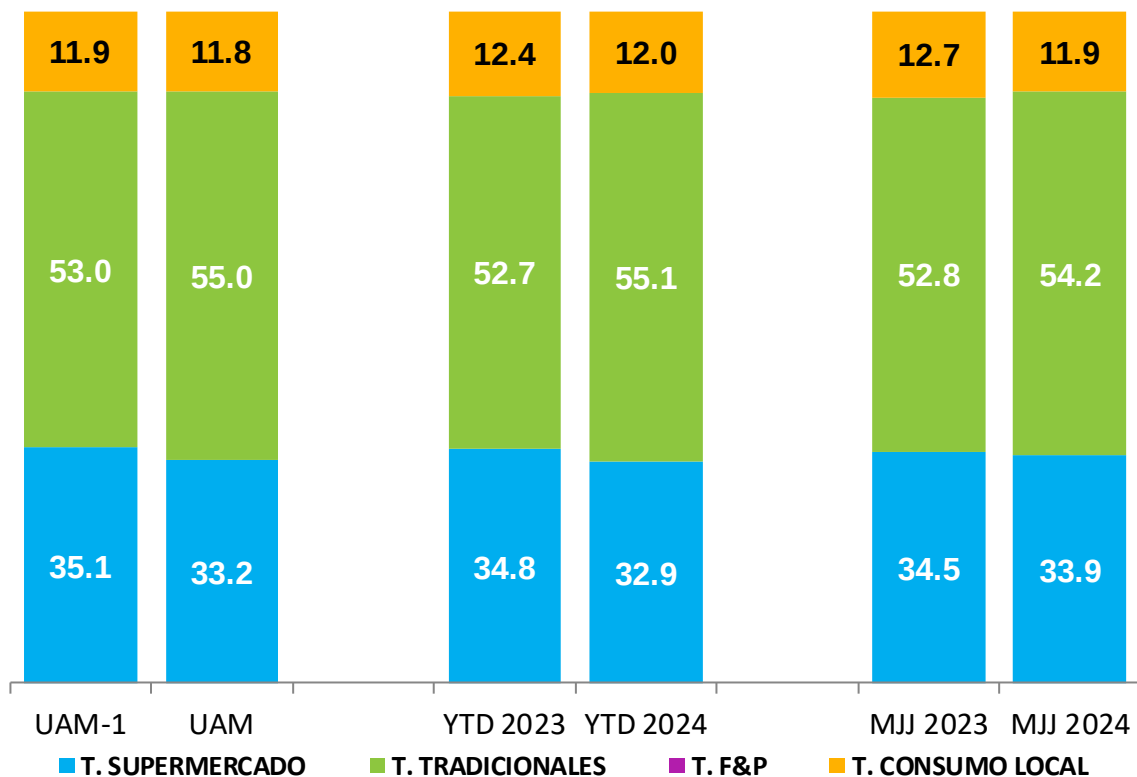


ESTRUCTURA DE MERCADO | TOTAL CHILE

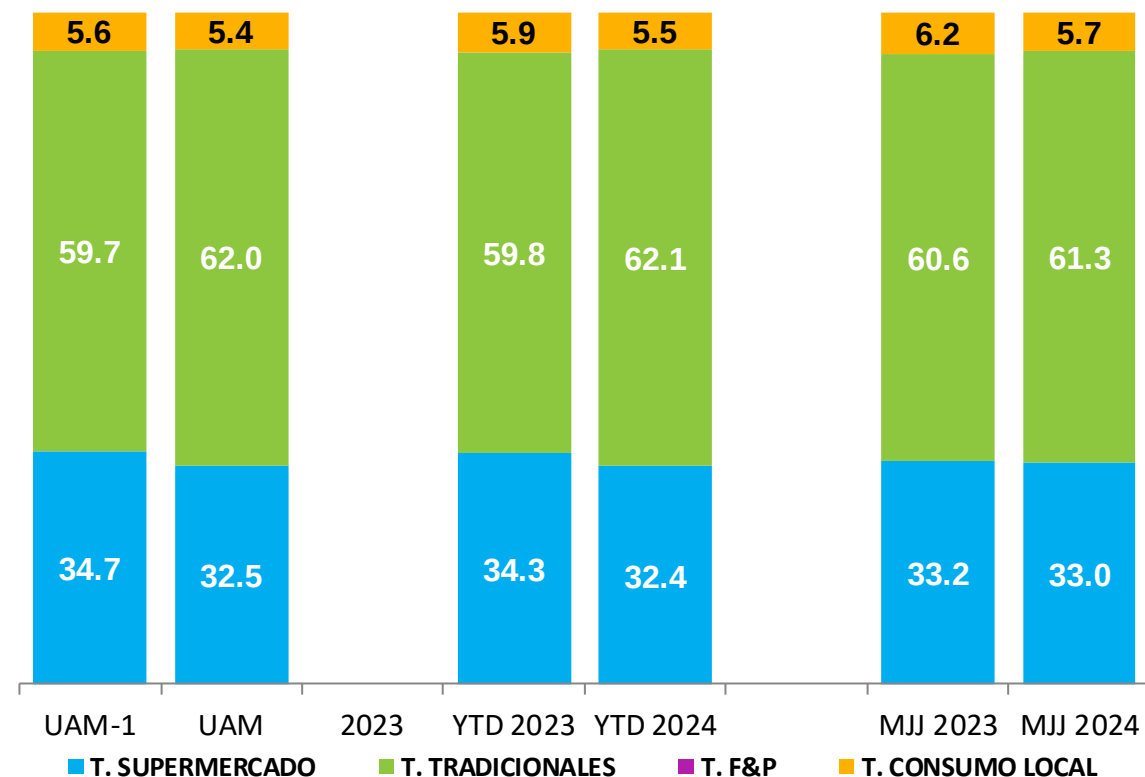
Industria **Bebidas Alcohólicas**



MIX DE CANALES EN **FACTURACIÓN**



MIX DE CANALES EN **VOLUMEN**



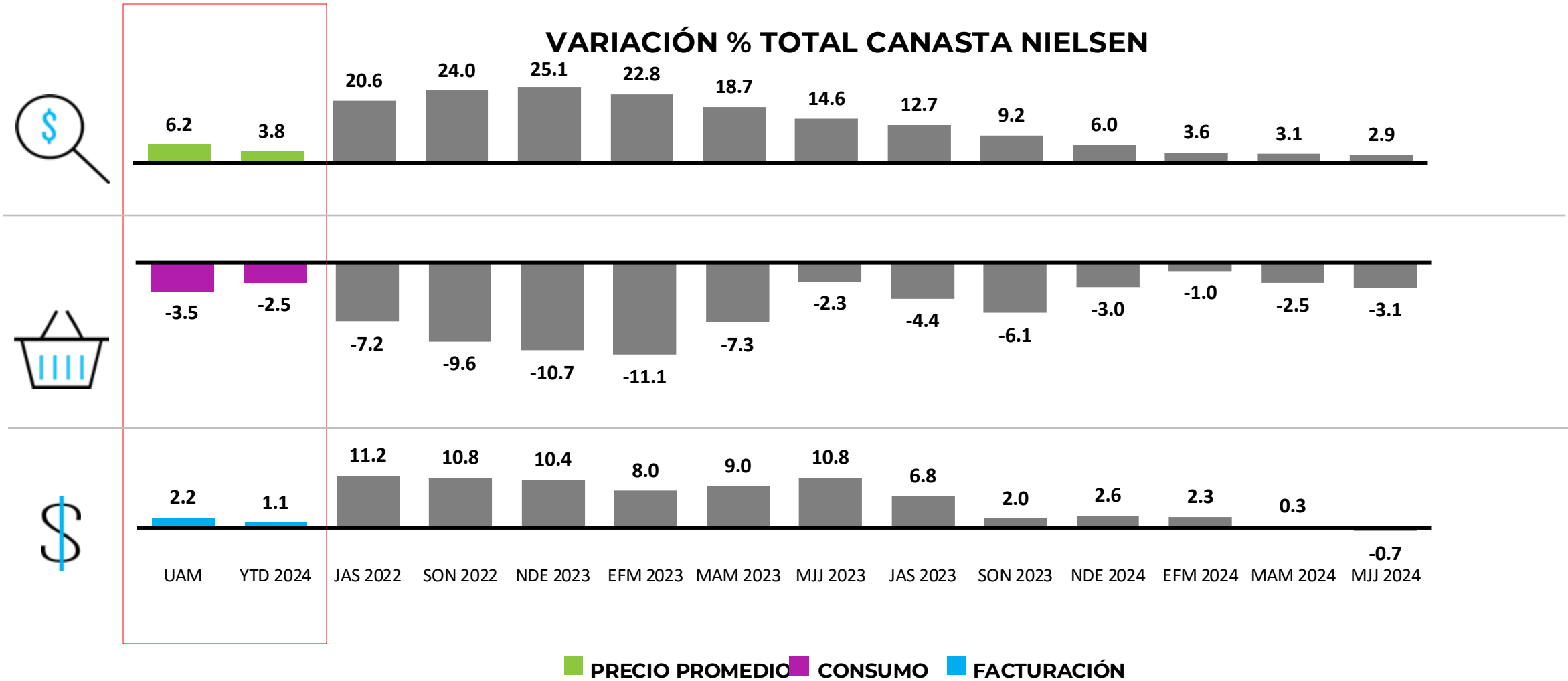


INDUSTRIA LÁCTEOS



INDUSTRIA LÁCTEOS| TOTAL CHILE

Evolución General del Consumo

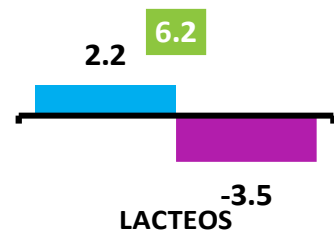




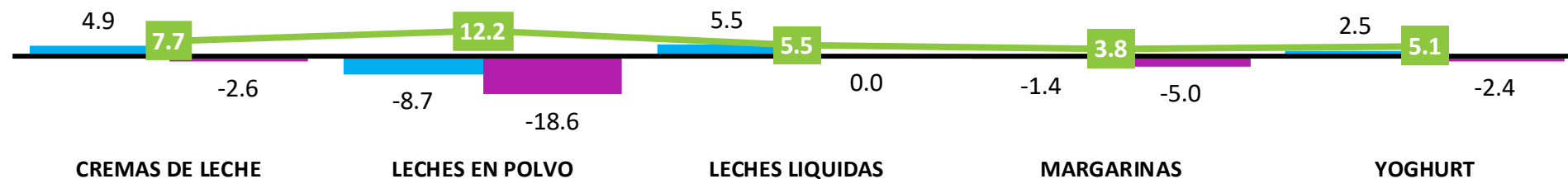
INDUSTRIA LÁCTEOS | TOTAL CHILE

Evolución de Categorías

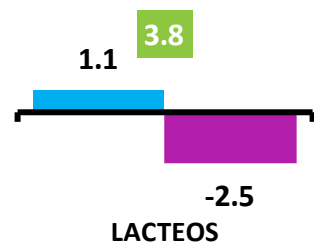
VAR.% UAM VS PAM



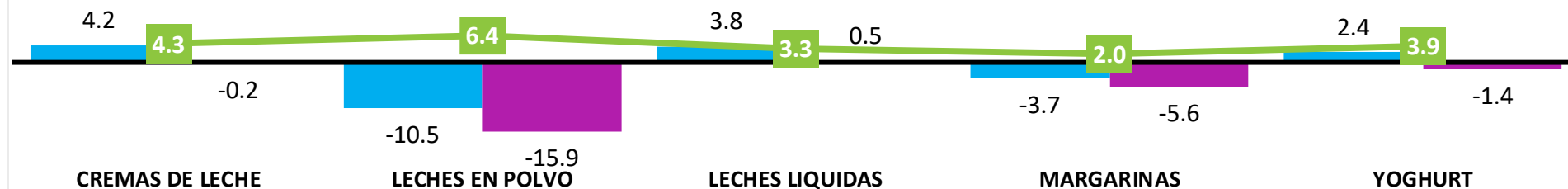
PESO VAL



VAR.% YTD-1 VS YTD



PESO VAL



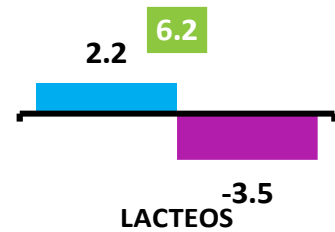
PRECIO PROMEDIO CONSUMO FACTURACIÓN



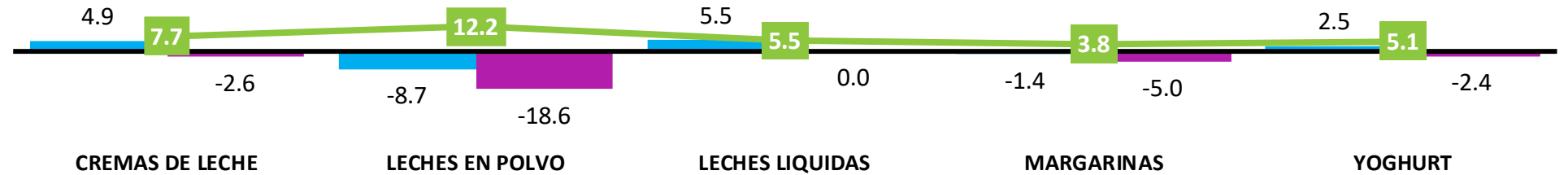
INDUSTRIA LÁCTEOS | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM



PESO VAL



CREMAS DE LECHE

LECHES EN POLVO

LECHES LIQUIDAS

MARGARINAS

YOGHURT

8.5

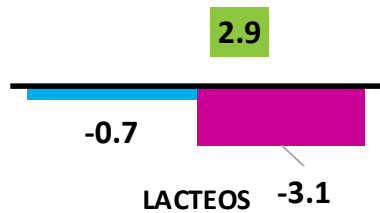
10.9

38.9

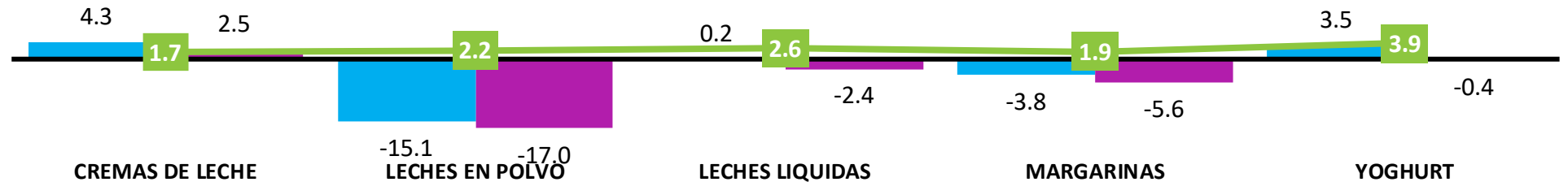
7.5

34.2

VAR.% Trimestre



PESO VAL



CREMAS DE LECHE

LECHES EN POLVO

LECHES LIQUIDAS

MARGARINAS

YOGHURT

8.6

11.0

39.0

7.8

33.6

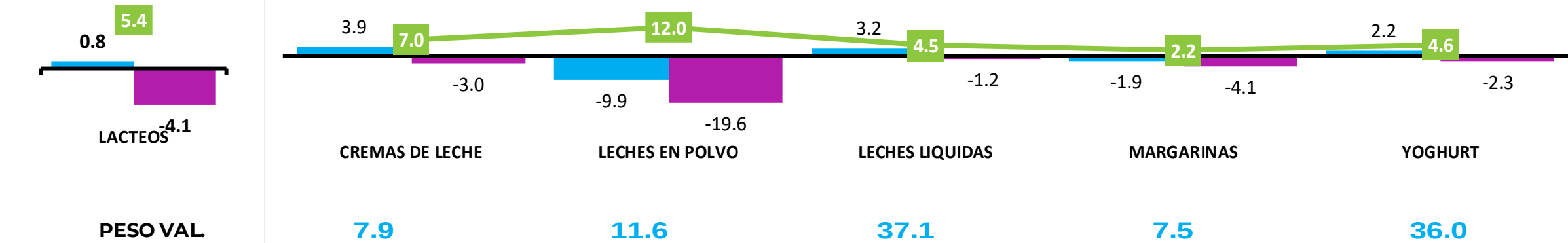
PRECIO PROMEDIO CONSUMO FACTURACIÓN



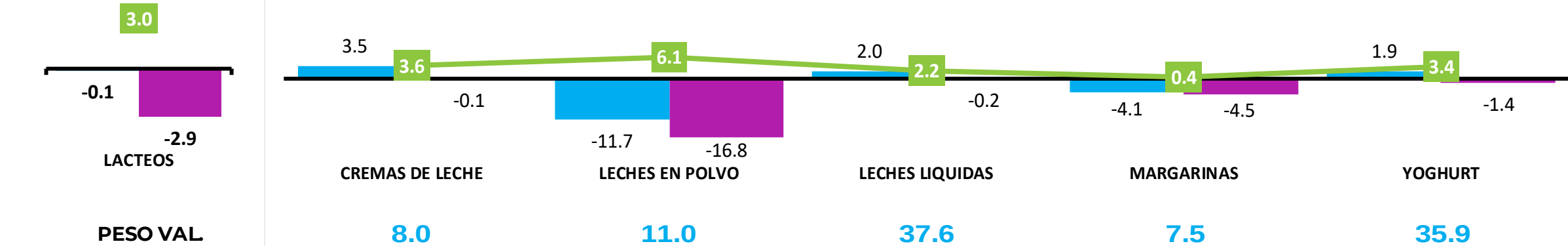
INDUSTRIA LÁCTEOS | T. SSPP

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% YTD-1 VS YTD



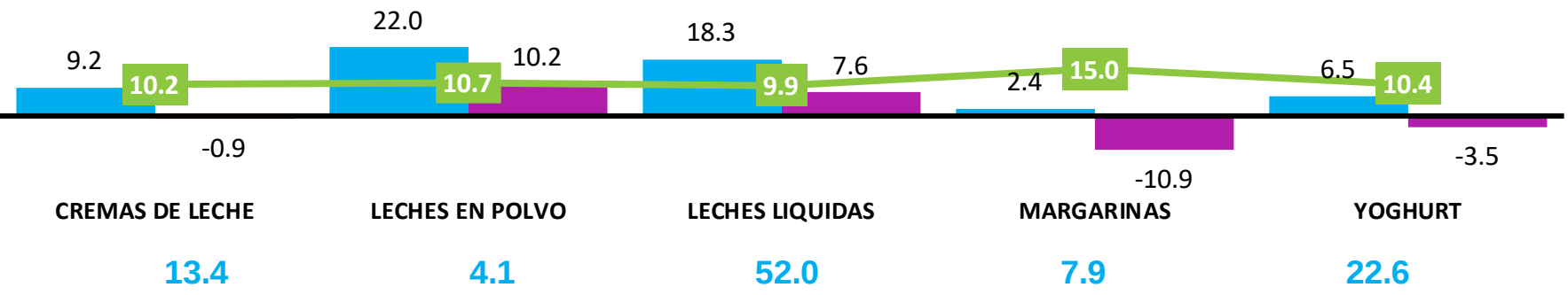
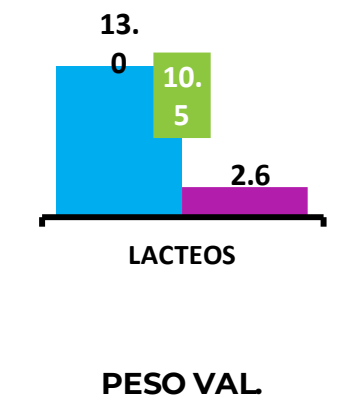
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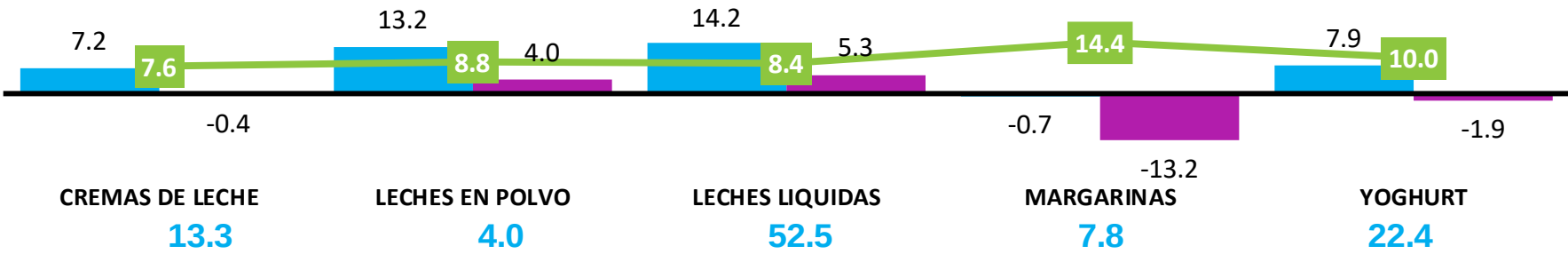
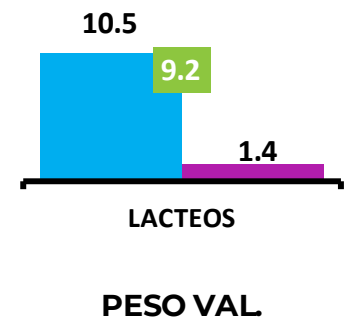
INDUSTRIA LÁCTEOS | T. TRADICIONAL

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% YTD-1 VS YTD



PRECIO PROMEDIO CONSUMO FACTURACIÓN

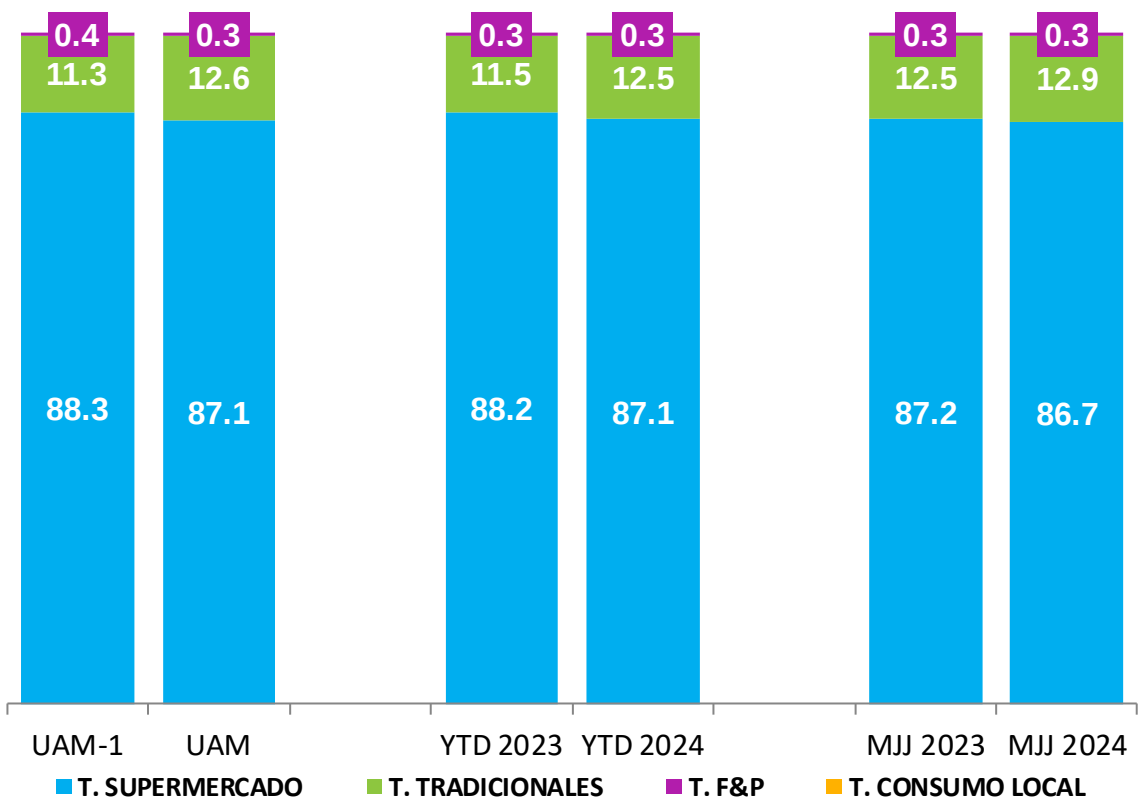


ESTRUCTURA DE MERCADO | TOTAL CHILE

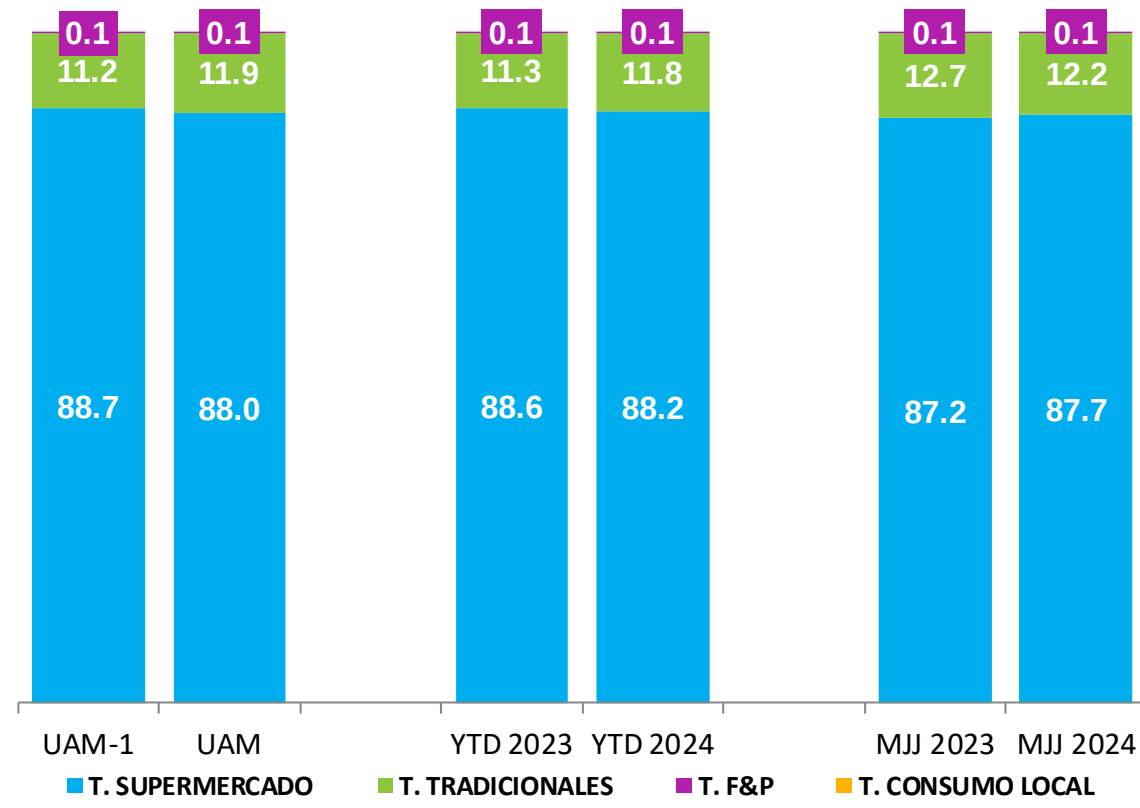
Industria Lácteos

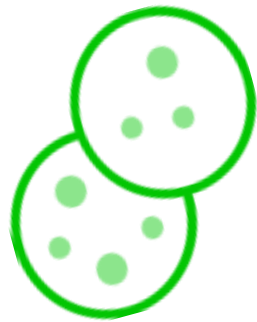


MIX DE CANALES EN FACTURACIÓN



MIX DE CANALES EN VOLUMEN



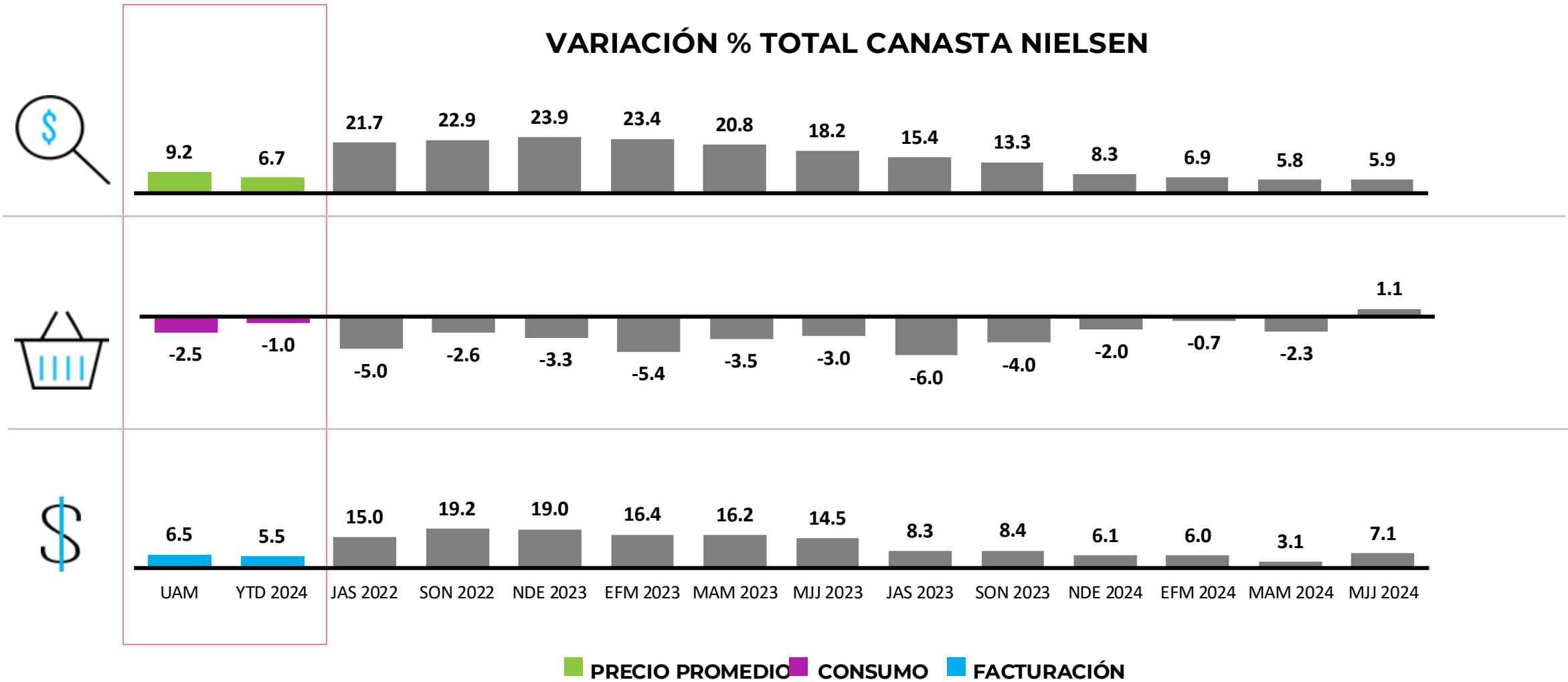


INDUSTRIA SNACKS & CONFITES



INDUSTRIA SNACKS & CONFITES | TOTAL CHILE

Evolución General del Consumo

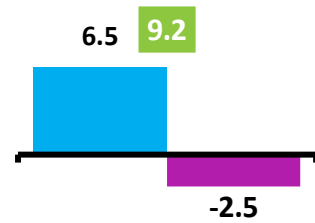




INDUSTRIA SNACKS & CONFITES | TOTAL CHILE

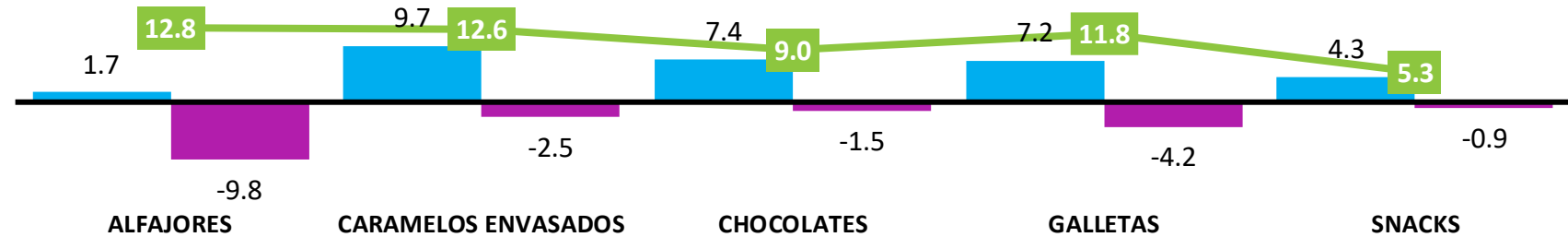
Evolución de Categorías

VAR.% UAM VS PAM



SNACKS Y CONFITES

PESO VAL



1.4

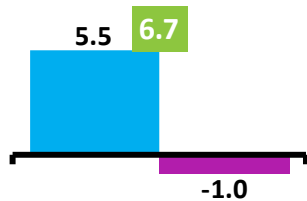
9.6

24.3

34.2

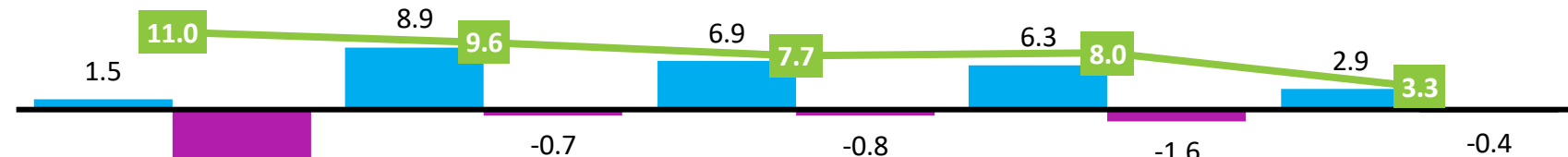
30.6

VAR.% YTD-1 VS YTD



SNACKS Y CONFITES

PESO VAL



ALFAJORES

CARAMELOS ENVASADOS

CHOCOLATES

GALLETAS

SNACKS

1.4

9.2

24.7

34.0

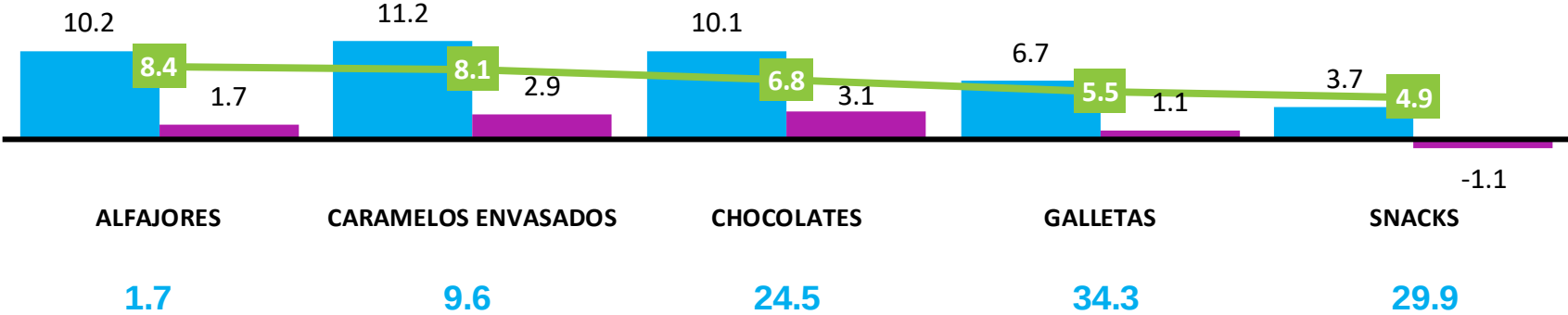
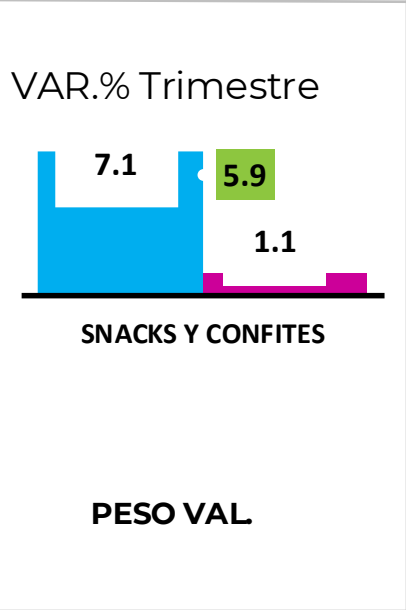
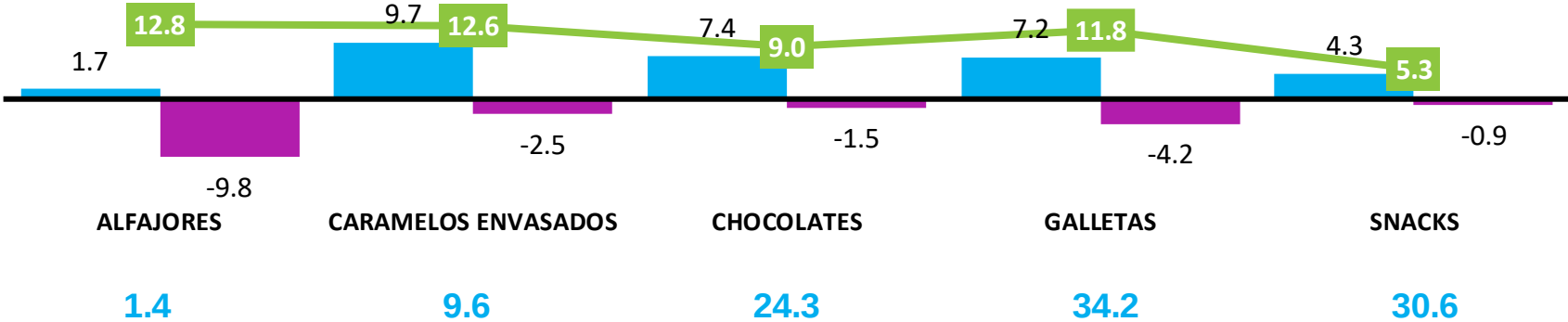
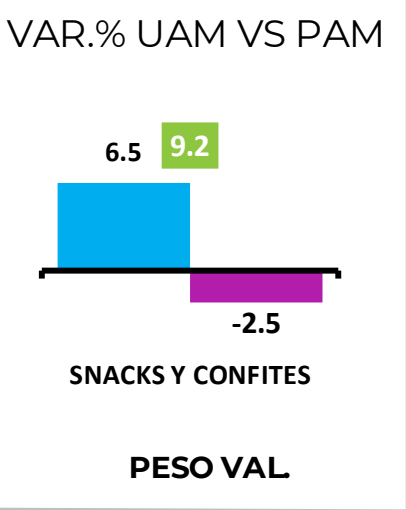
30.8

PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA SNACKS & CONFITES | TOTAL CHILE

Evolución de Categorías

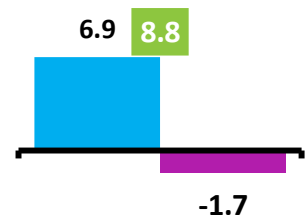


PRECIO PROMEDIO CONSUMO FACTURACIÓN

INDUSTRIA SNACKS & CONFITES | T. SSPP

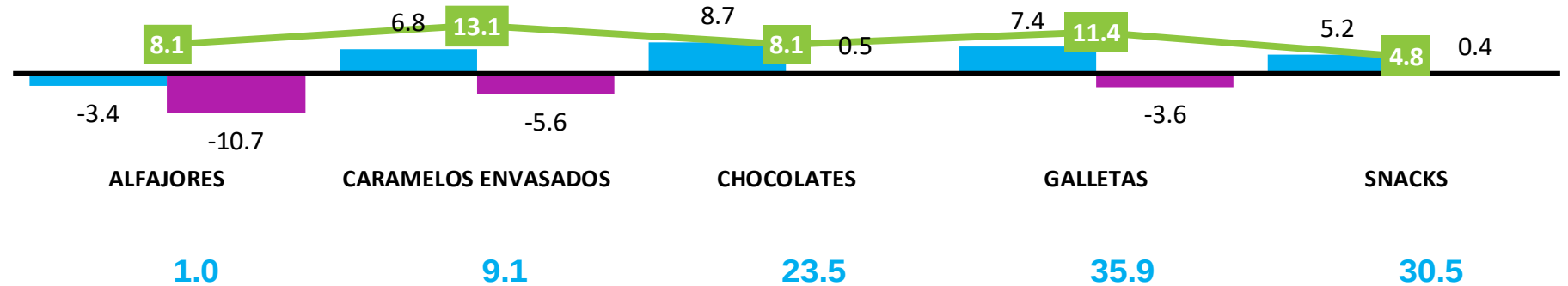
Evolución de Categorías

VAR.% UAM VS PAM

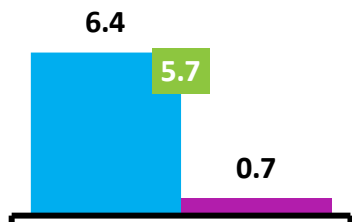


SNACKS Y CONFITES

PESO VAL

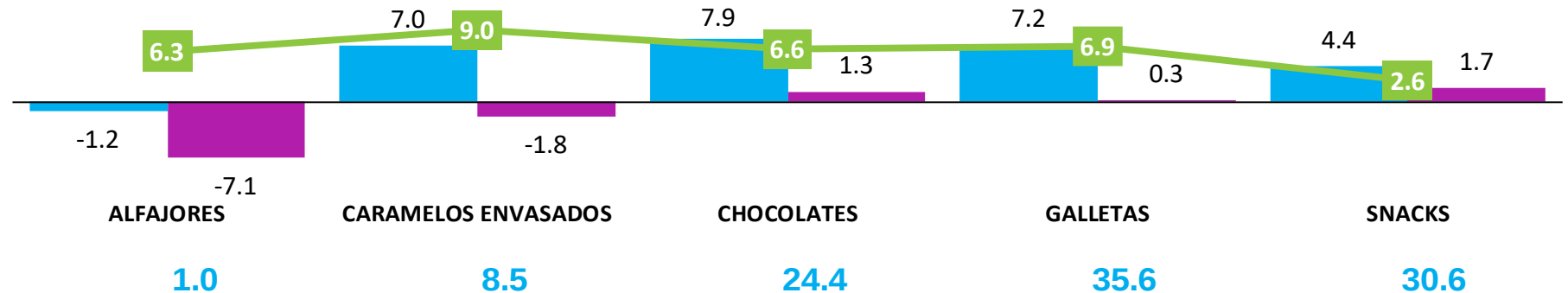


VAR.% YTD-1 VS YTD



SNACKS Y CONFITES

PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA SNACKS & CONFITES | T. TRADICIONAL

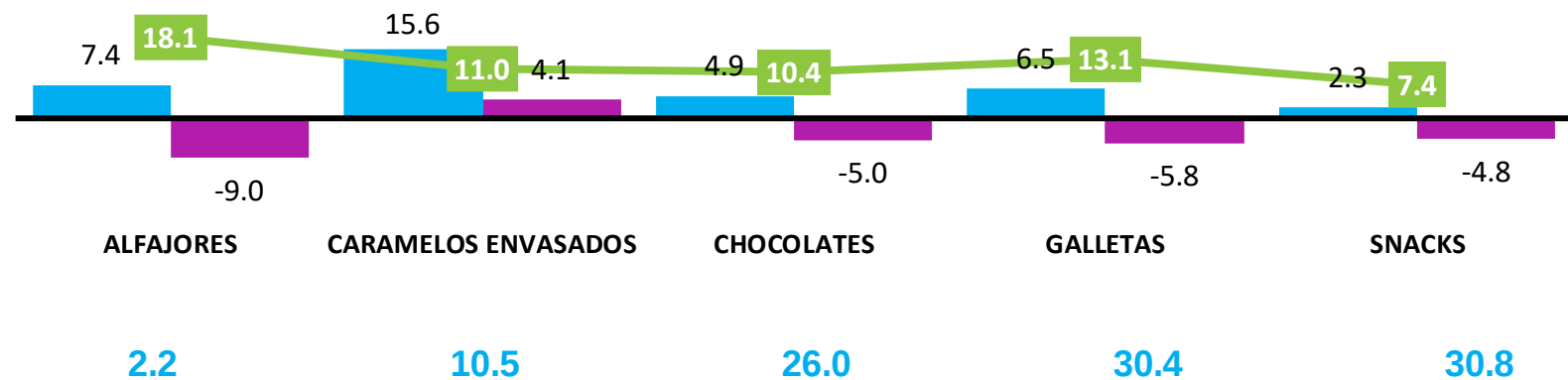
Evolución de Categorías

VAR.% UAM VS PAM

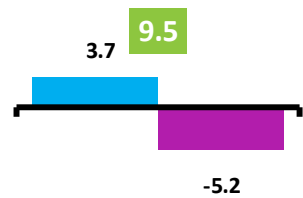


SNACKS Y CONFITES

PESO VAL

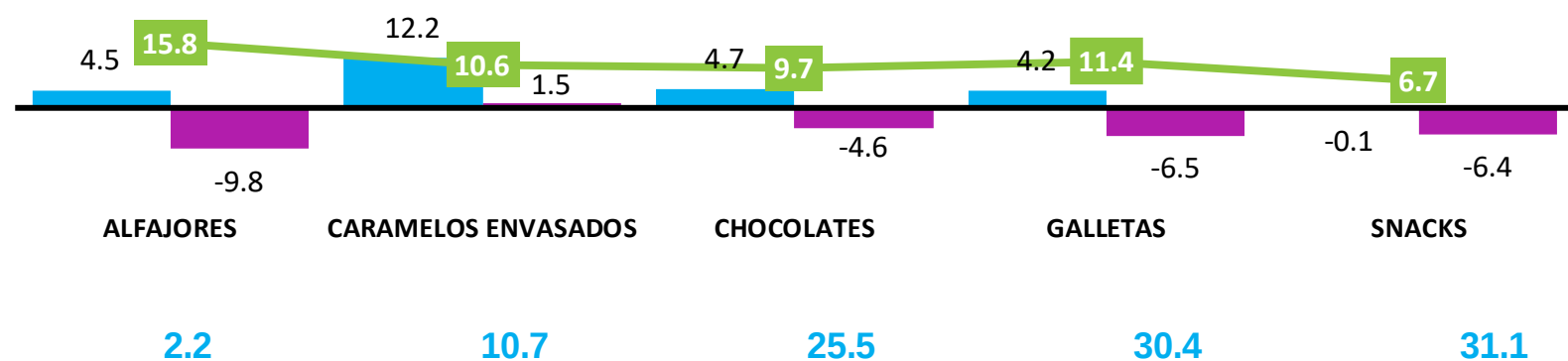


VAR.% YTD-1 VS YTD



SNACKS Y CONFITES

PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN

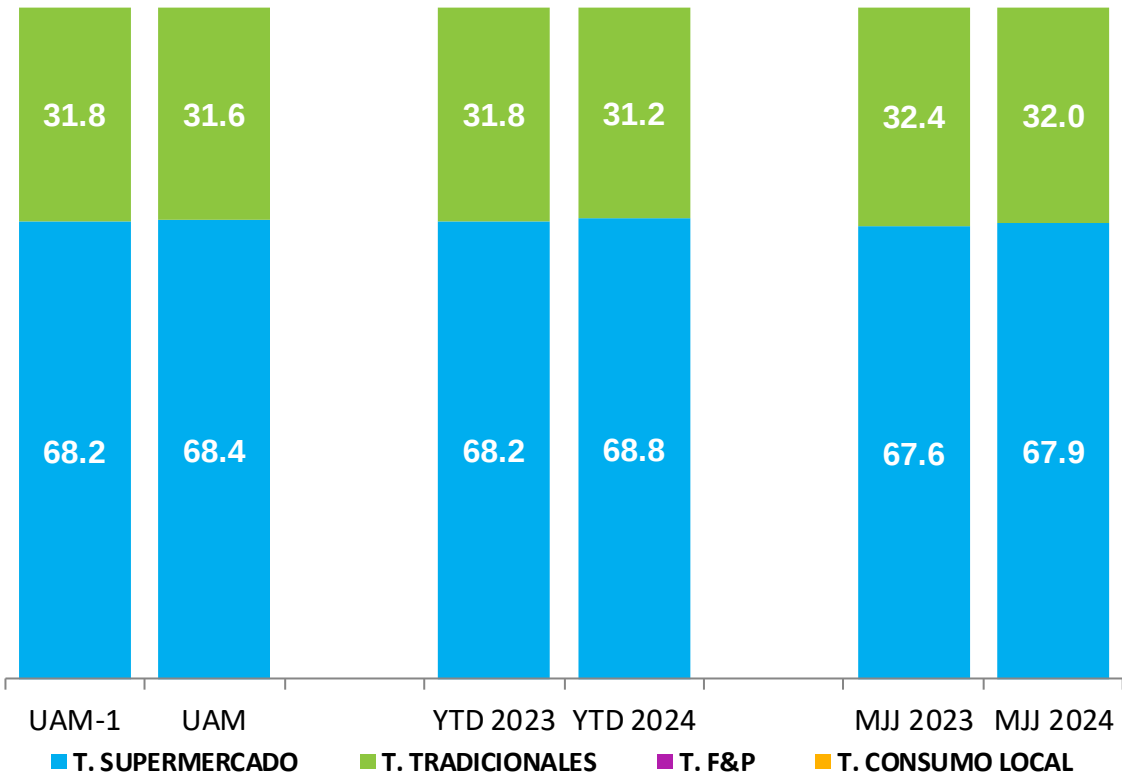


ESTRUCTURA DE MERCADO | TOTAL CHILE

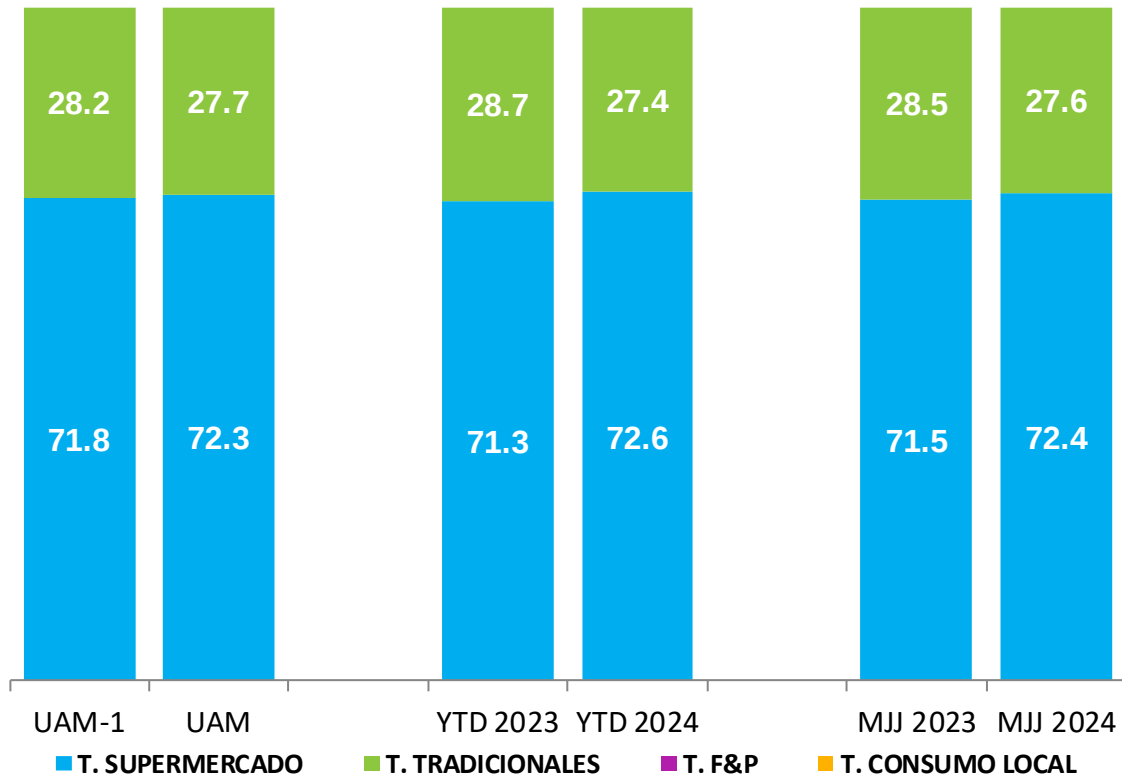
Industria Snacks & Confites

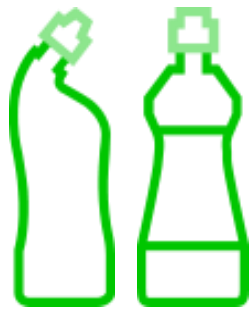


MIX DE CANALES EN FACTURACIÓN



MIX DE CANALES EN VOLUMEN



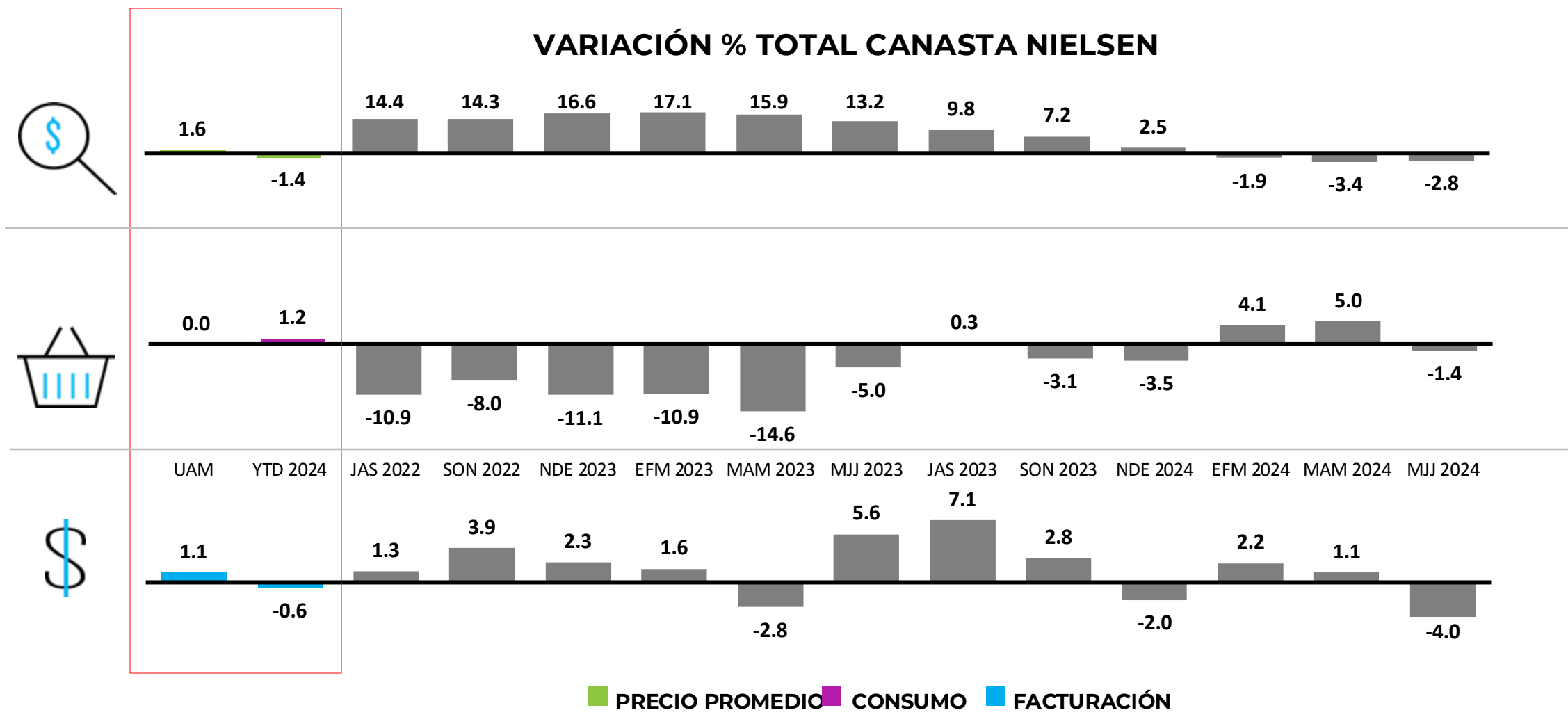


INDUSTRIA ASEO HOGAR



INDUSTRIA ASEO HOGAR | TOTAL CHILE

Evolución General del Consumo

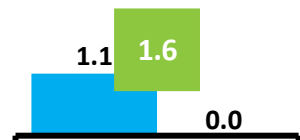




INDUSTRIA ASEO HOGAR | TOTAL CHILE

Evolución de Categorías

VAR.% UAM
VS PAM



ASEO HOGAR

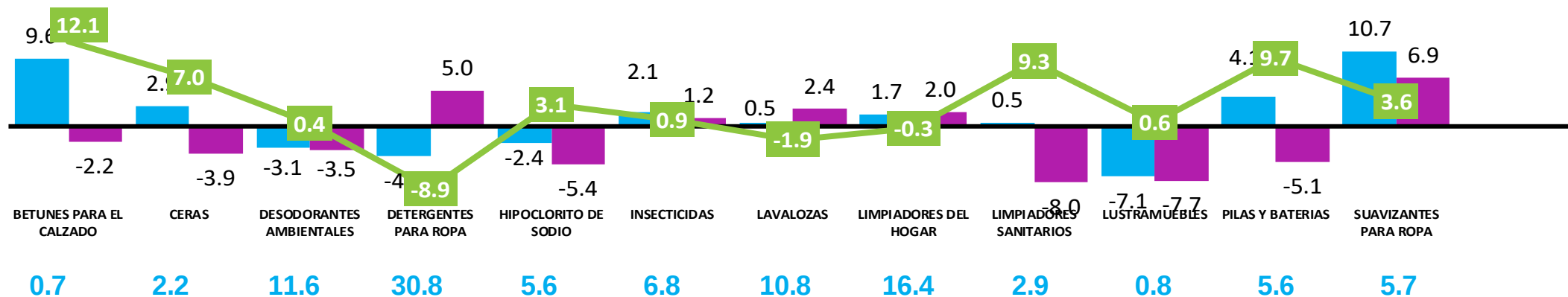
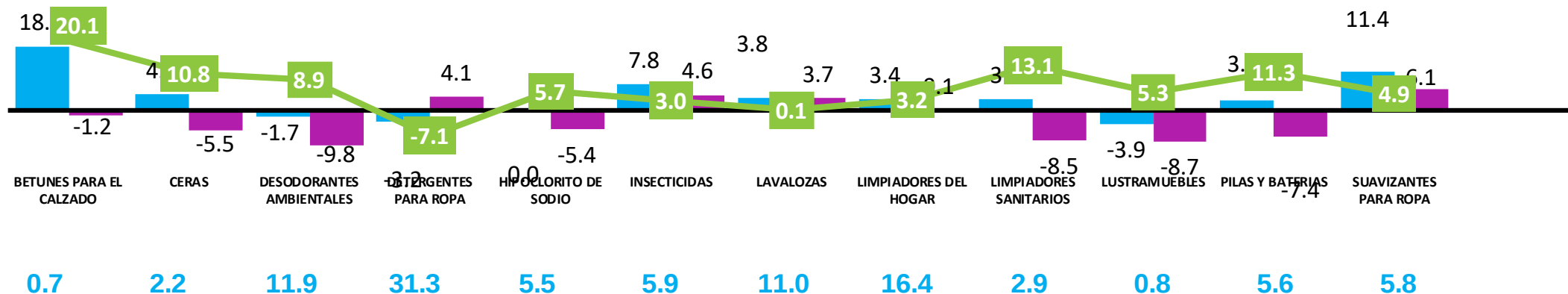
PESO VAL

VAR.% YTD-1
VS YTD



ASEO HOGAR

PESO VAL



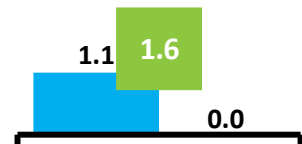
PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA ASEO HOGAR | TOTAL CHILE

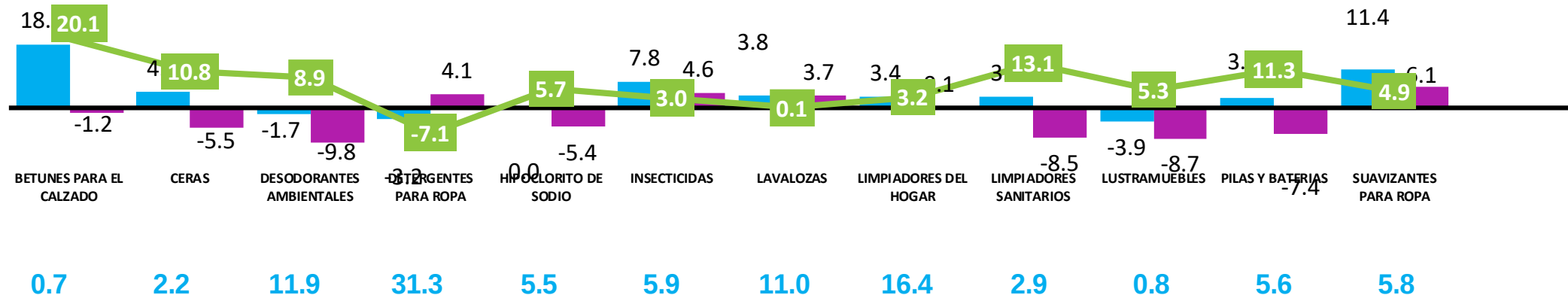
Evolución de Categorías

VAR.% UAM
VS PAM



ASEO HOGAR

PESO VAL

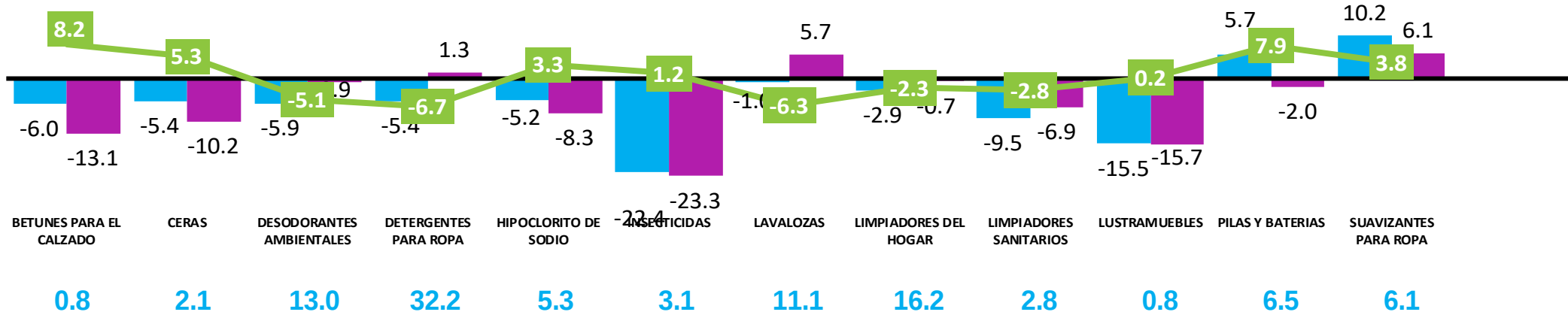


VAR.% Trim.



ASEO HOGAR

PESO VAL

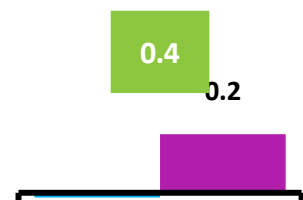


PRECIO PROMEDIO CONSUMO FACTURACIÓN

INDUSTRIA ASEO HOGAR | T. SSPP

Evolución de Categorías

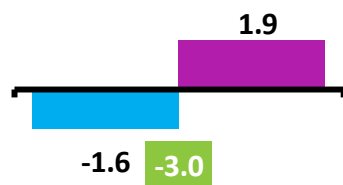
VAR.% UAM VS PAM



ASEO HOGAR

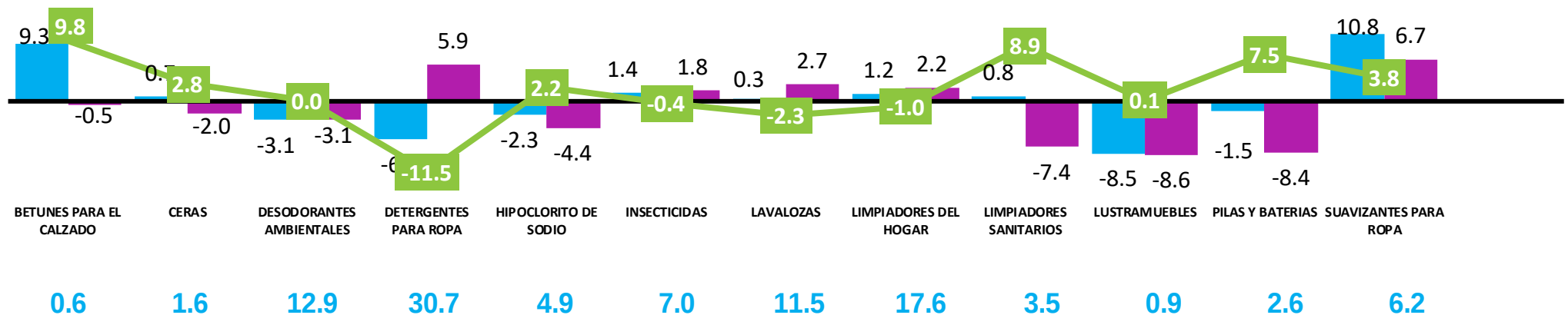
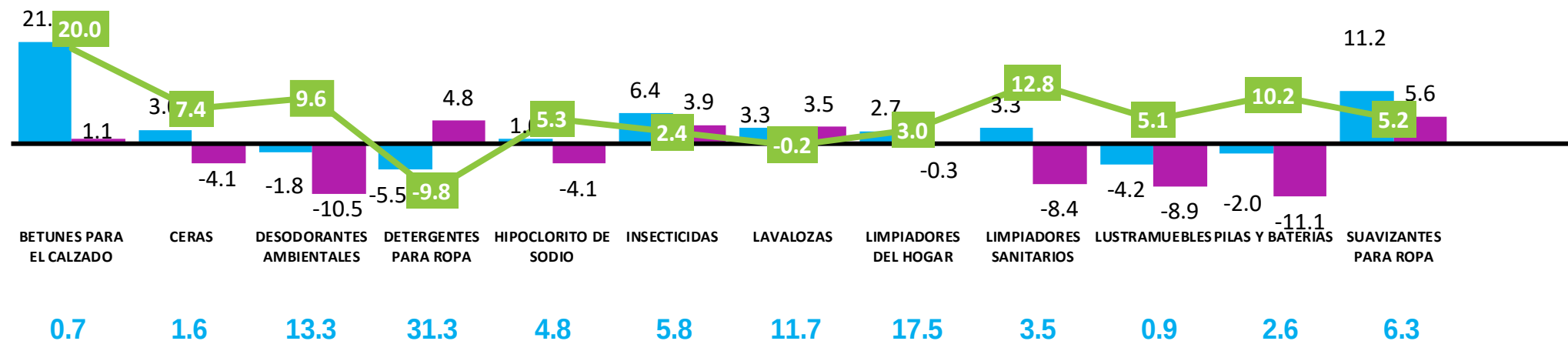
PESO VAL

VAR.% YTD-1 VS YTD



ASEO HOGAR

PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN

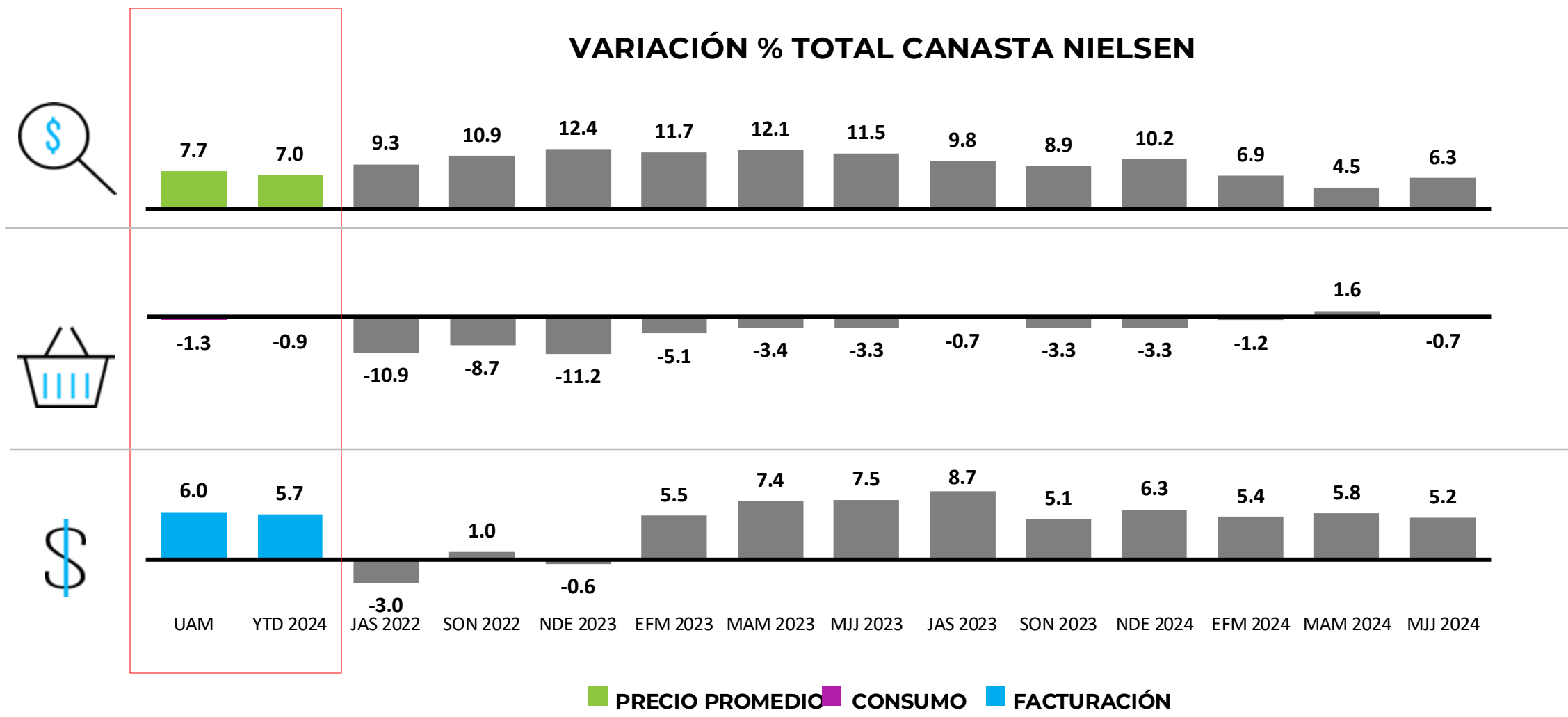


INDUSTRIA HIGIENE PERSONAL



INDUSTRIA **HIGIENE PERSONAL** | TOTAL CHILE

Evolución General del Consumo

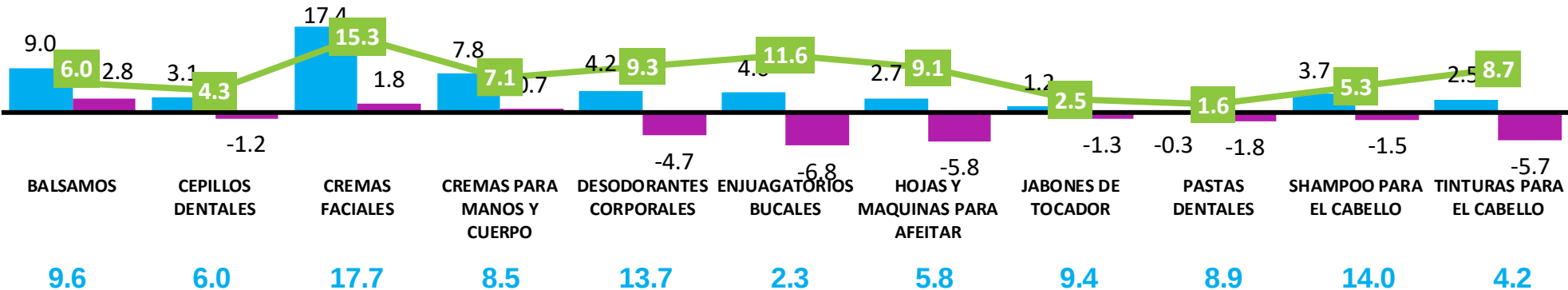
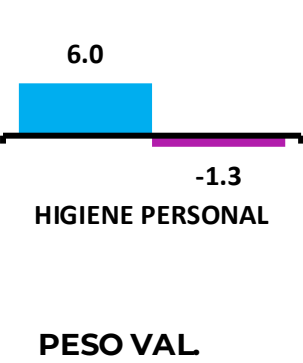




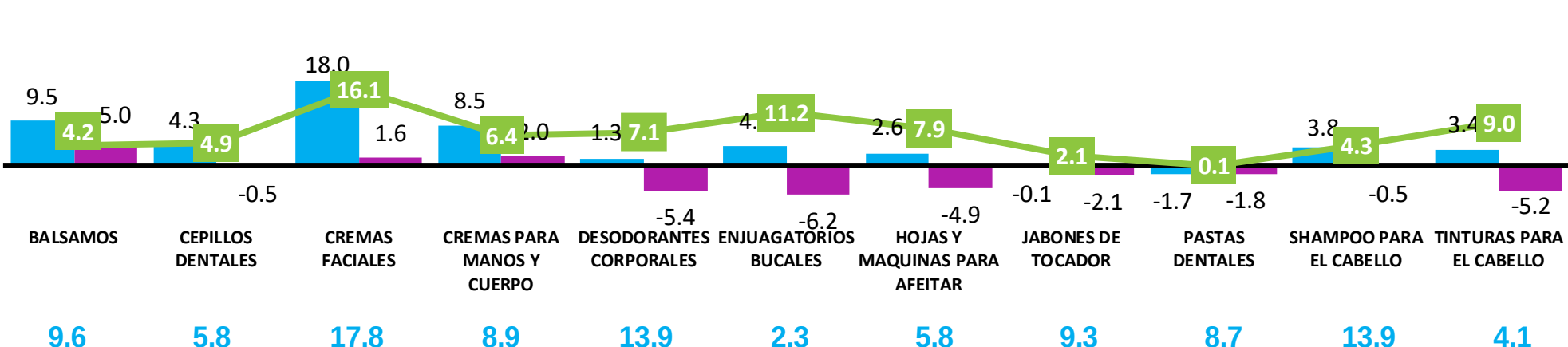
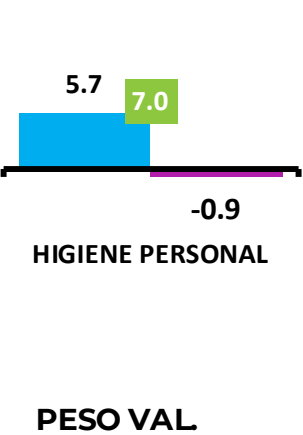
INDUSTRIA HIGIENE PERSONAL | TOTAL CHILE

Evolución de Categorías

VAR.% UAM
VS PAM



VAR.% YTD-1
VS YTD



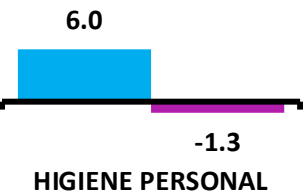
PRECIO PROMEDIO CONSUMO FACTURACIÓN



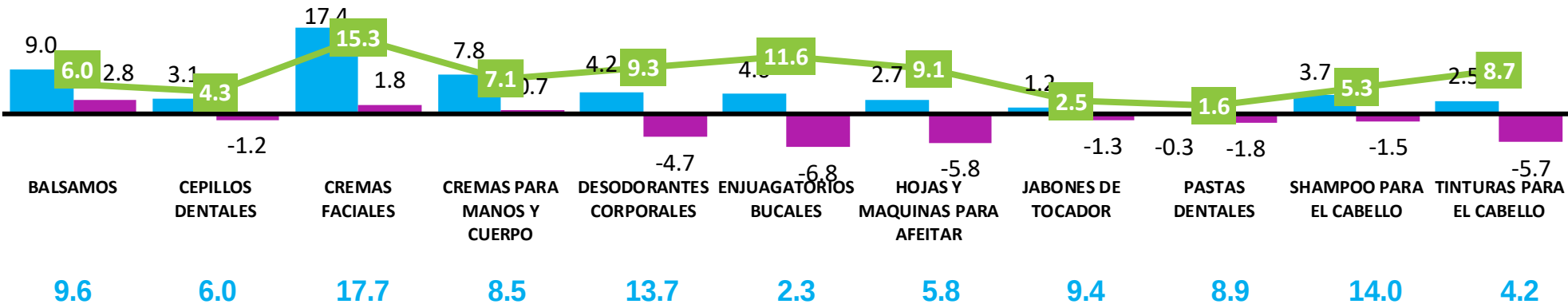
INDUSTRIA HIGIENE PERSONAL | TOTAL CHILE

Evolución de Categorías

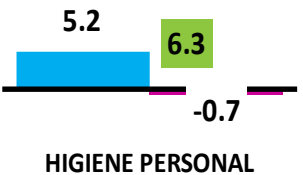
VAR.% UAM
VS PAM



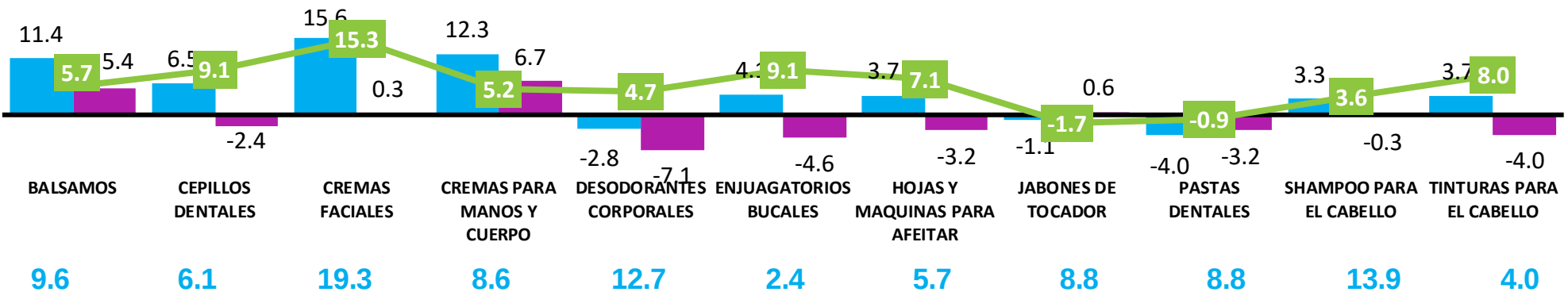
PESO VAL



VAR.% Trimestre



PESO VAL

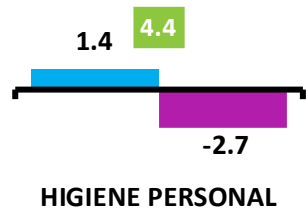


PRECIO PROMEDIO CONSUMO FACTURACIÓN

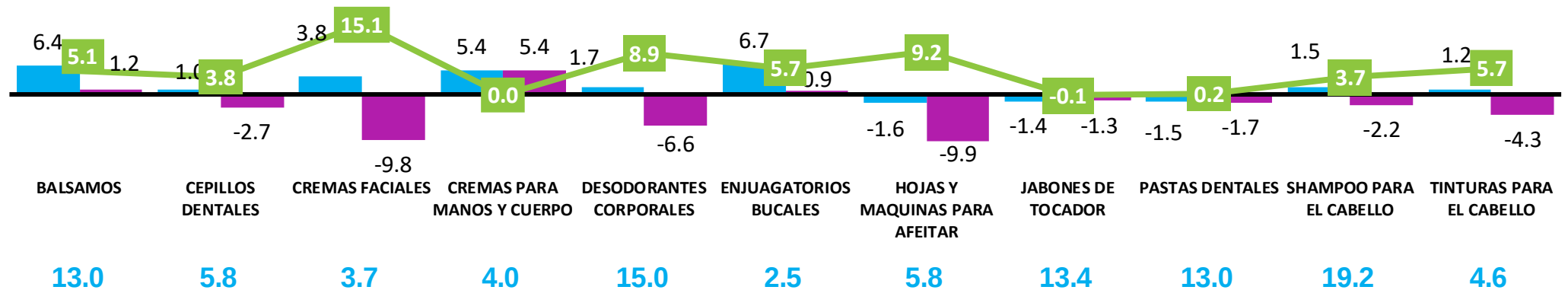
INDUSTRIA HIGIENE PERSONAL | T. SSPP

Evolución de Categorías

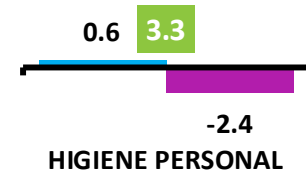
VAR.% UAM
VS PAM



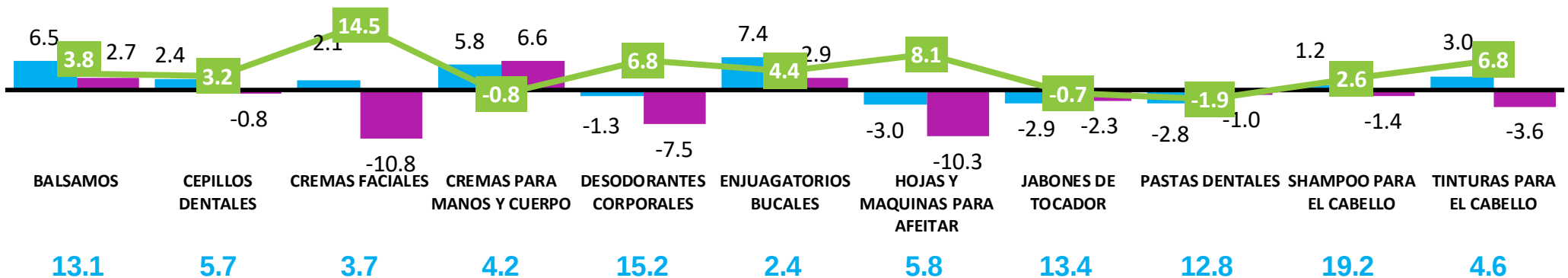
PESO VAL



VAR.% YTD-1
VS YTD



PESO VAL



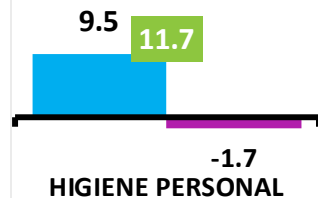
PRECIO PROMEDIO CONSUMO FACTURACIÓN



INDUSTRIA HIGIENE PERSONAL | T. F&P

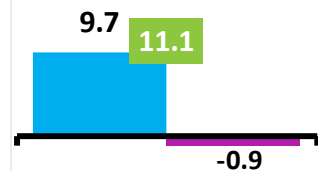
Evolución de Categorías

VAR.% UAM
VS PAM

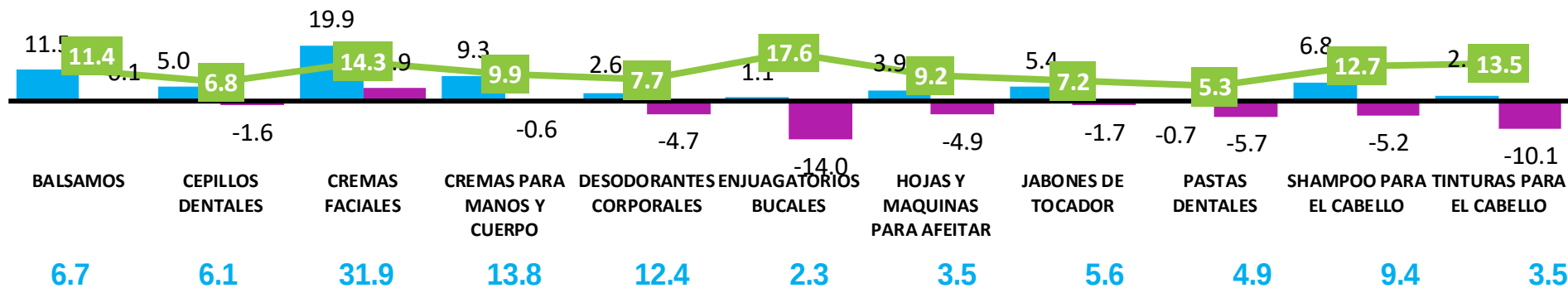
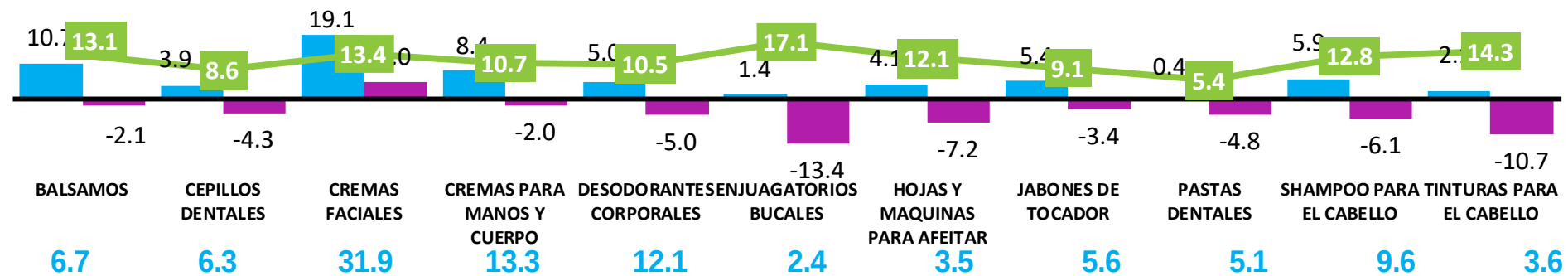


PESO VAL

VAR.% YTD-1
VS YTD



PESO VAL



PRECIO PROMEDIO CONSUMO FACTURACIÓN

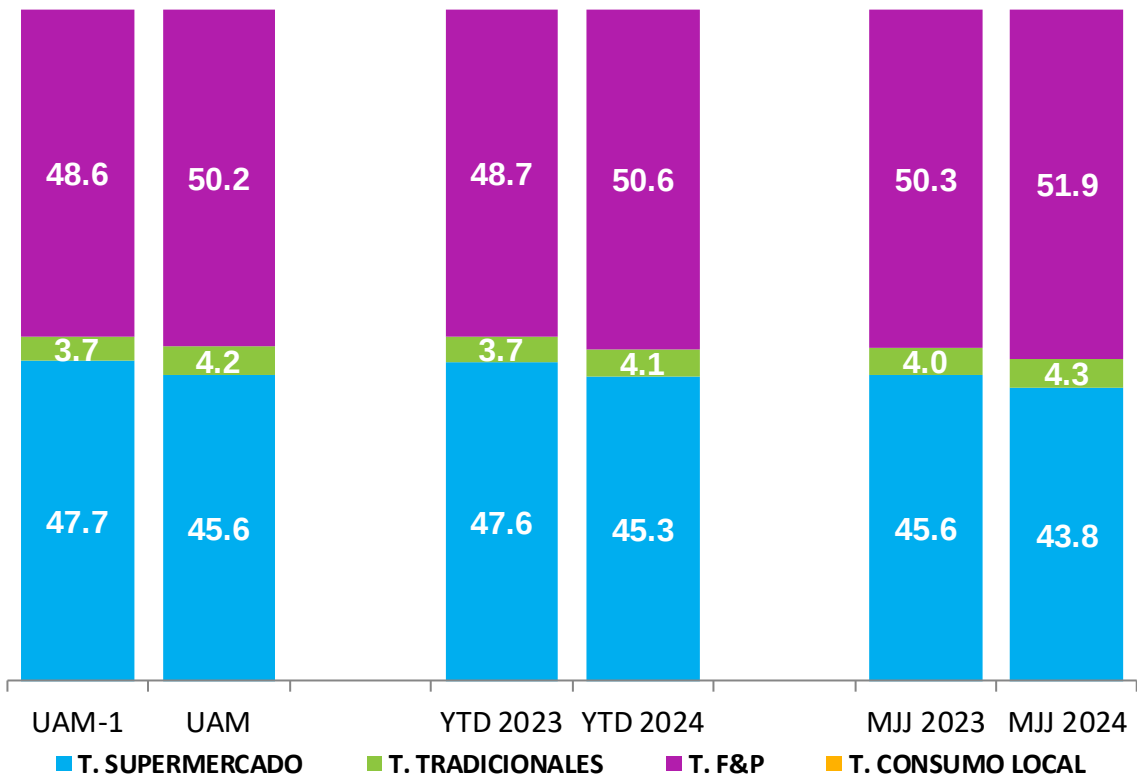


ESTRUCTURA DE MERCADO | TOTAL CHILE

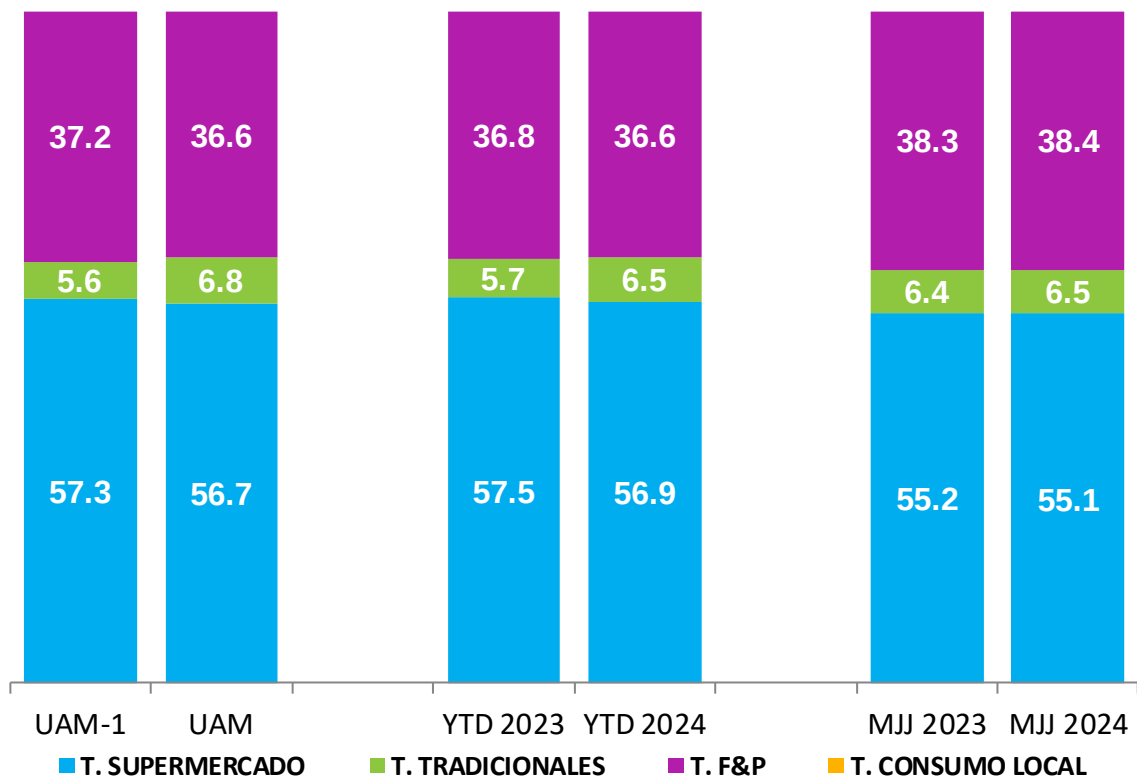
Industria **Higiene Personal**

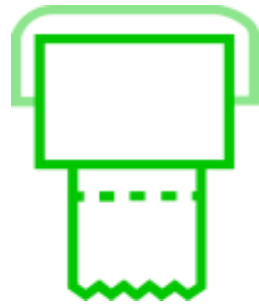


MIX DE CANALES EN **FACTURACIÓN**



MIX DE CANALES EN **VOLUMEN**

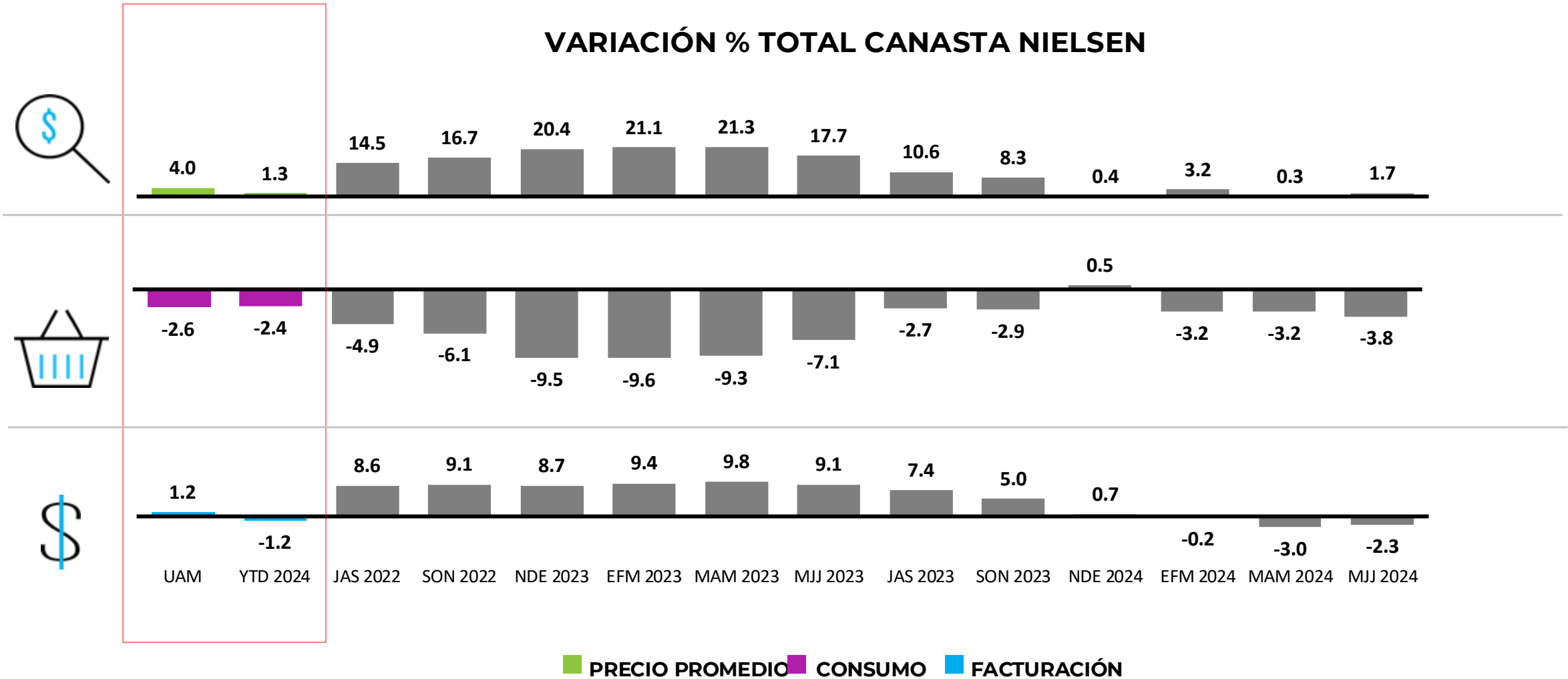




INDUSTRIA TISSUE

INDUSTRIA TISSUE | TOTAL CHILE

Evolución General del Consumo

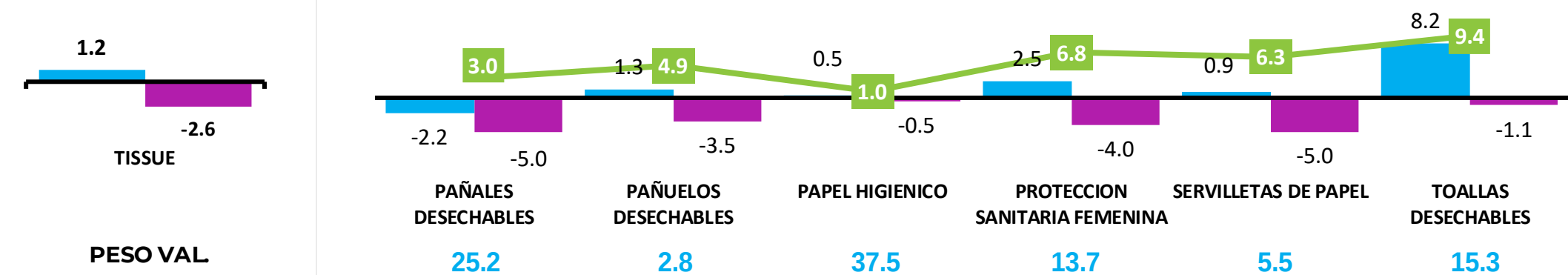




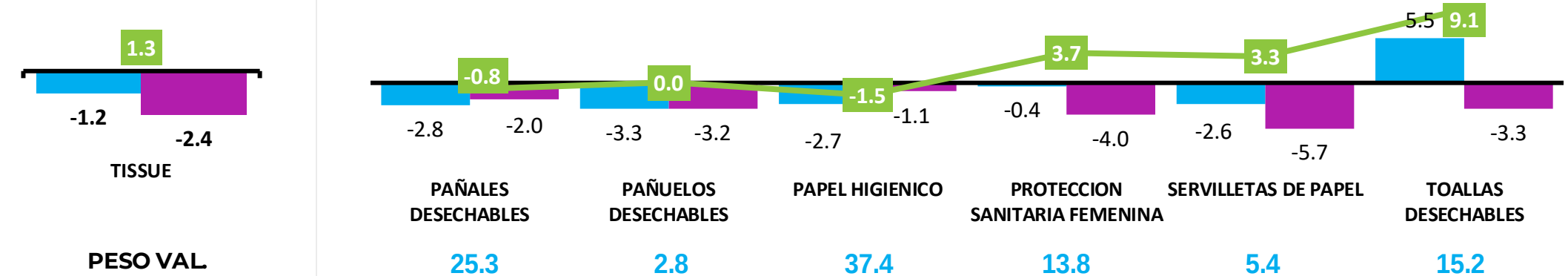
INDUSTRIA TISSUE | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% YTD-1 VS YTD



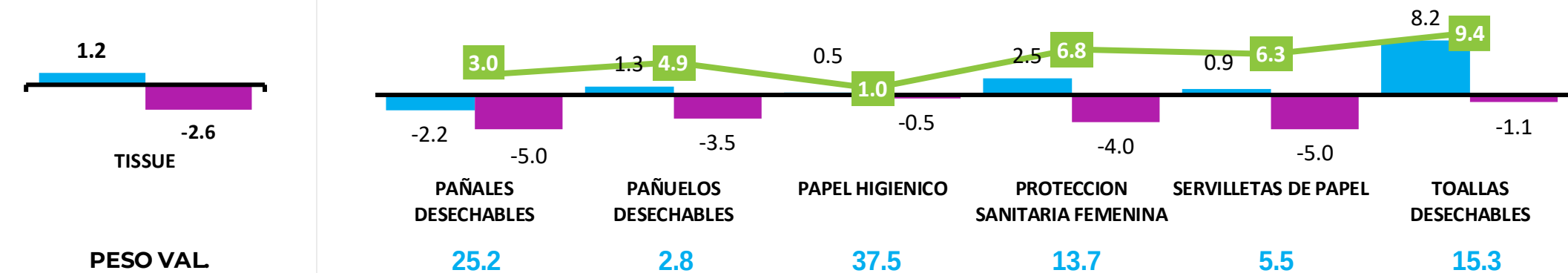
PRECIO PROMEDIO CONSUMO FACTURACIÓN



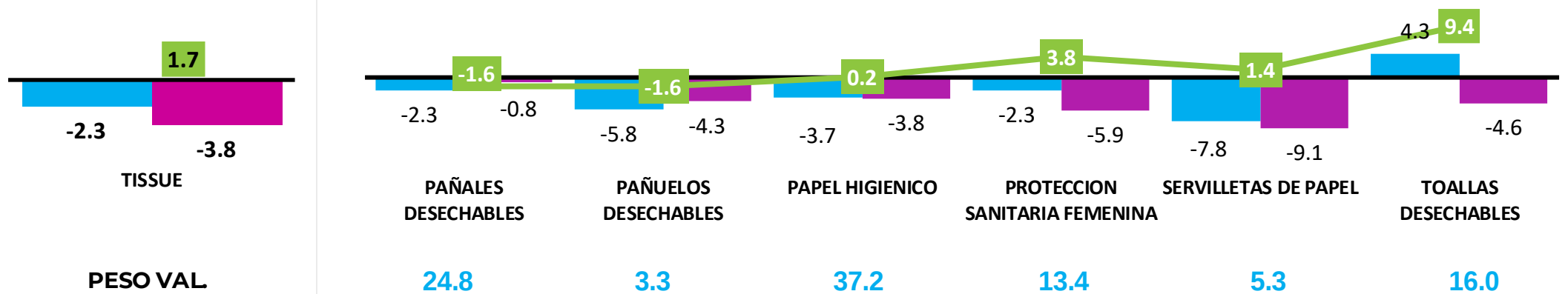
INDUSTRIA TISSUE | TOTAL CHILE

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% Trimestre

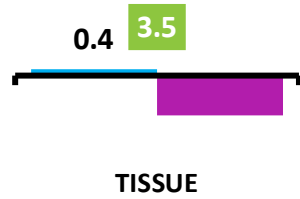


PRECIO PROMEDIO CONSUMO FACTURACIÓN

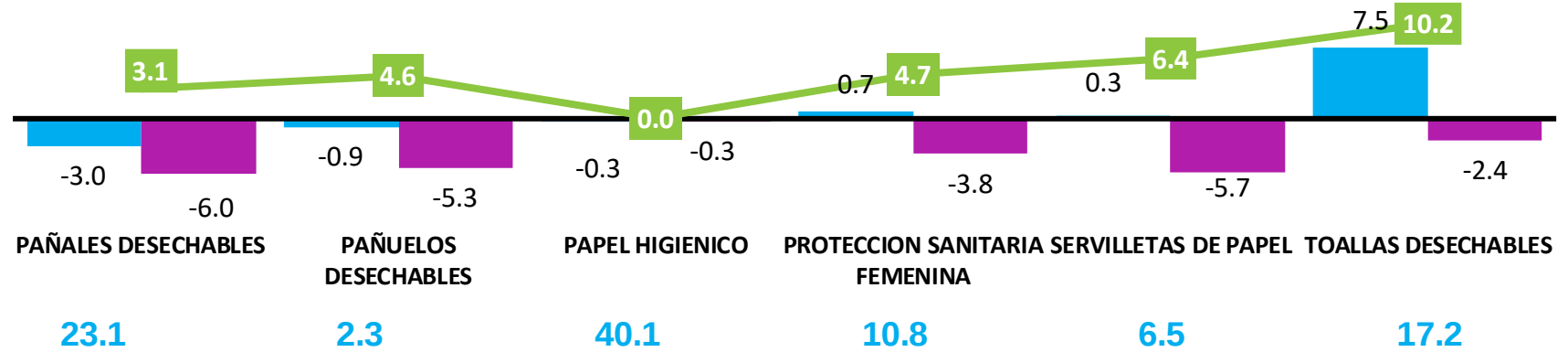
INDUSTRIA TISSUE | T. SSPP

Evolución de Categorías

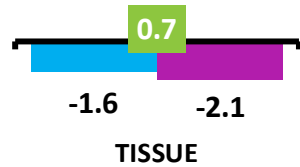
VAR.% UAM VS PAM



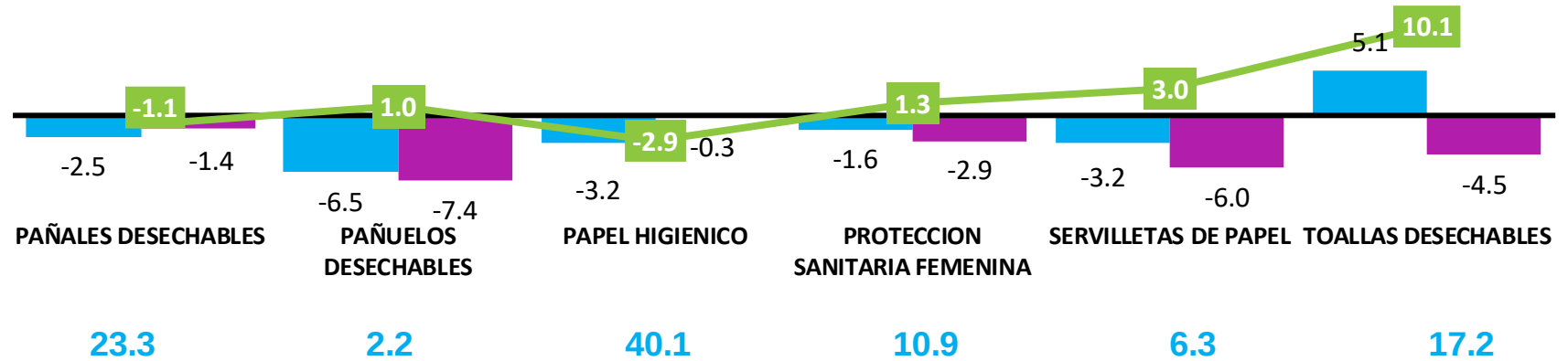
PESO VAL



VAR.% YTD-1 VS YTD



PESO VAL



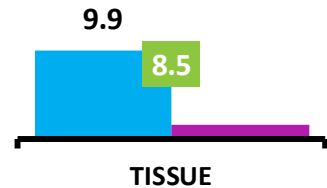
PRECIO PROMEDIO CONSUMO FACTURACIÓN



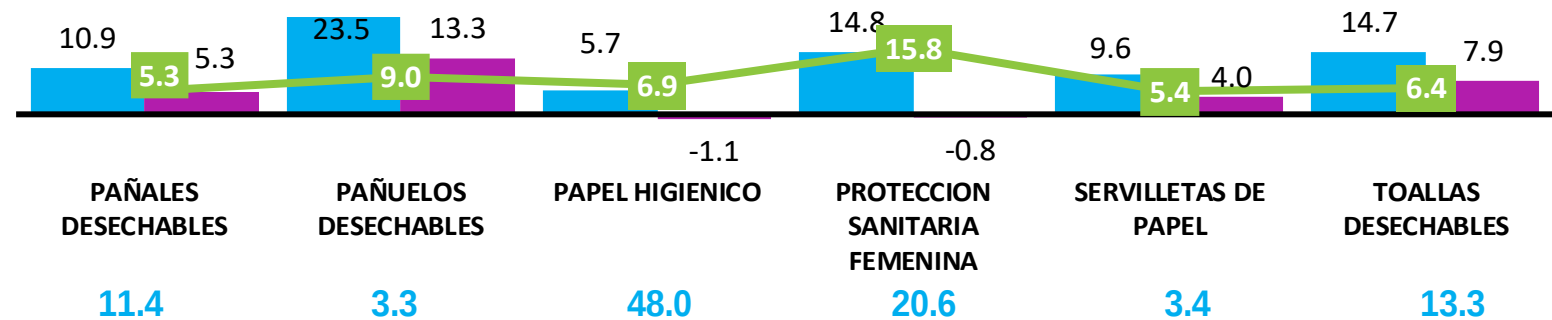
INDUSTRIA **TISSUE** | T. TRADICIONAL

Evolución de Categorías

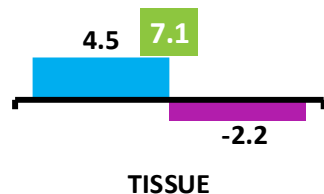
VAR.% UAM VS PAM



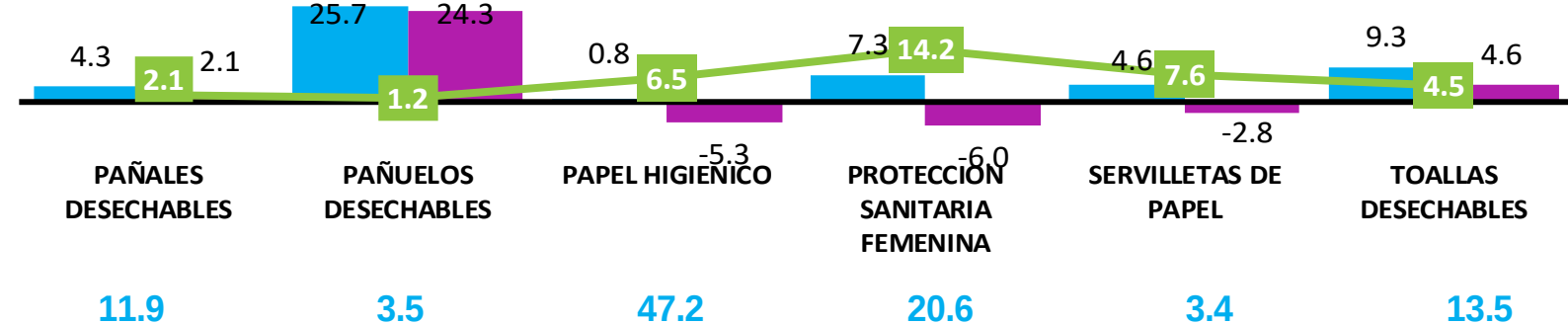
PESO VAL



VAR.% YTD-1 VS YTD



PESO VAL



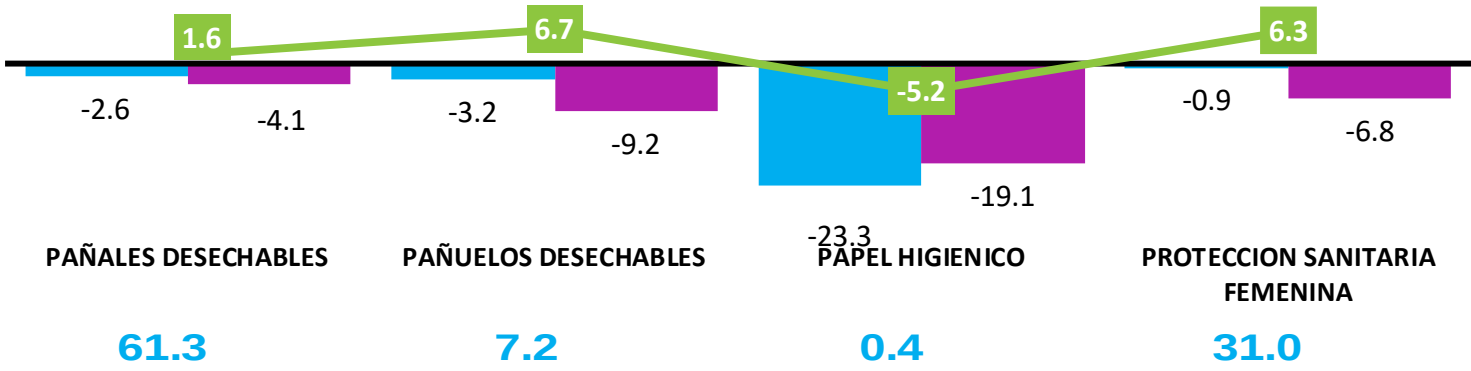
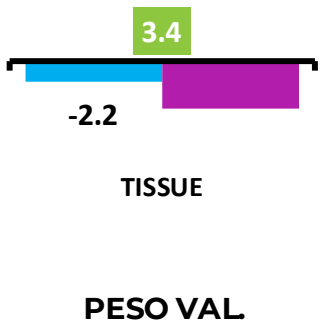
PRECIO PROMEDIO CONSUMO FACTURACIÓN



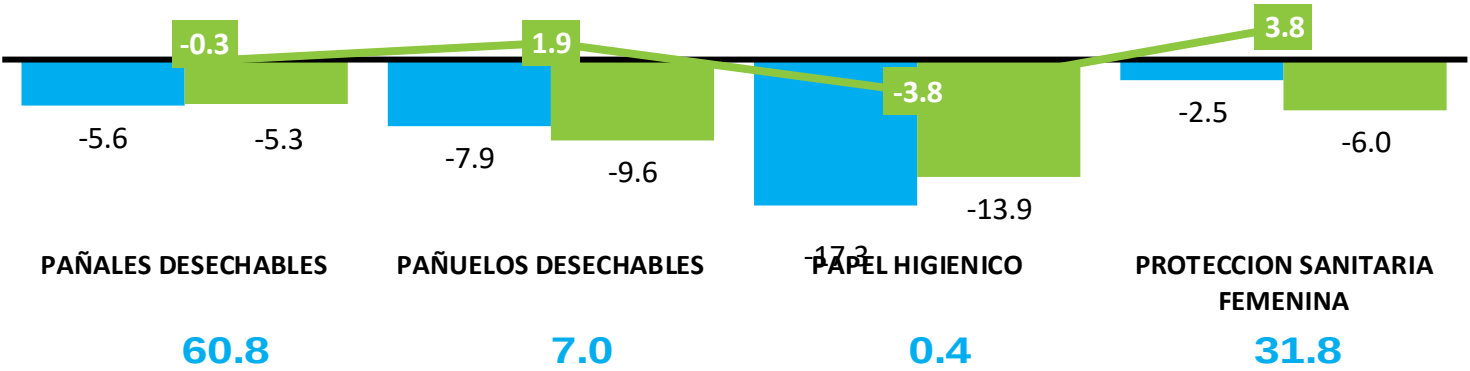
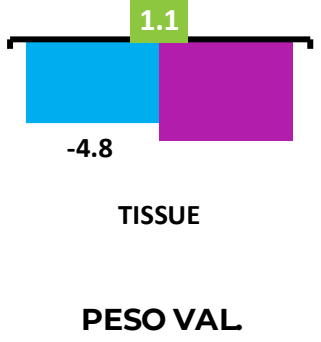
INDUSTRIA TISSUE | T. F&P

Evolución de Categorías

VAR.% UAM VS PAM



VAR.% YTD-1 VS YTD



PRECIO PROMEDIO CONSUMO FACTURACIÓN

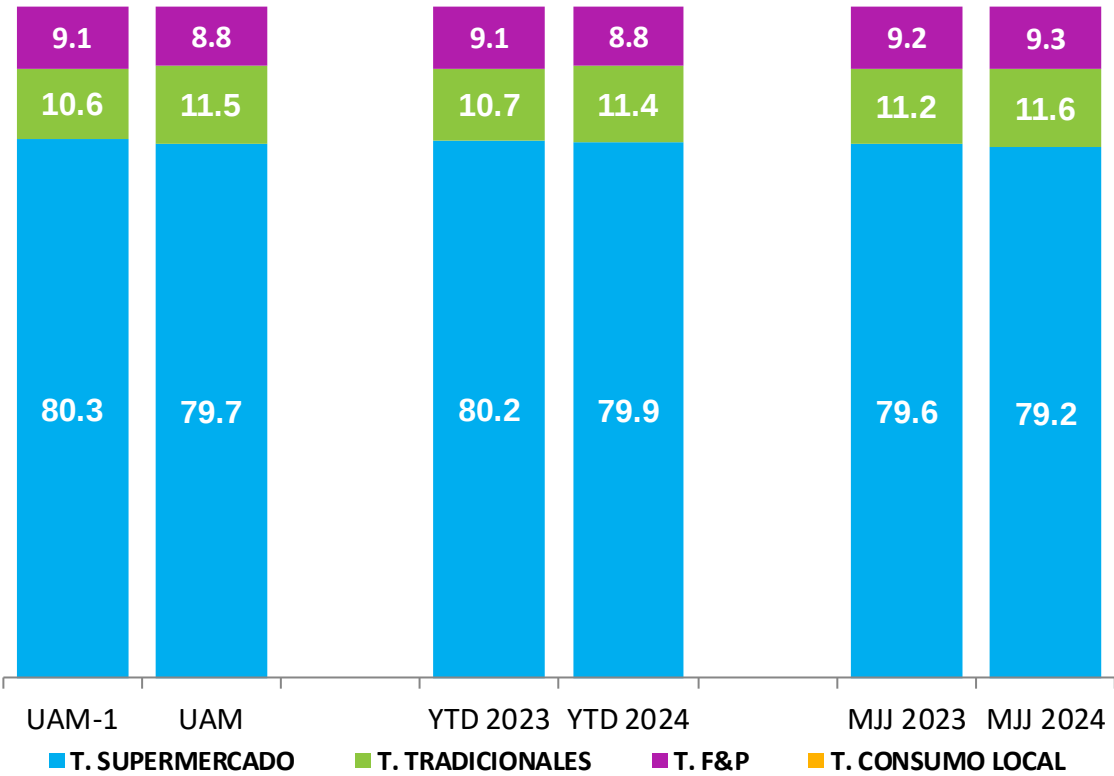


ESTRUCTURA DE MERCADO | TOTAL CHILE

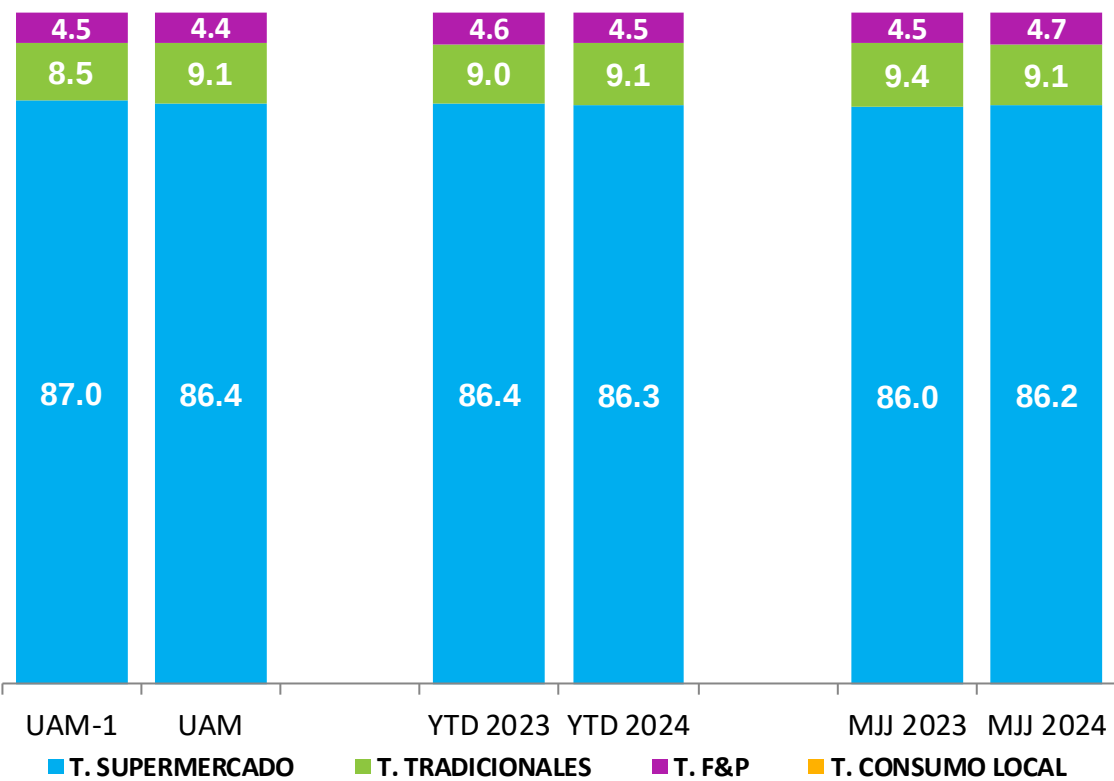
Industria Tissue



MIX DE CANALES EN FACTURACIÓN



MIX DE CANALES EN VOLUMEN



MUCHAS
GRACIAS

Connect Express

Visítanos

CONNECT EXPRESS: Que es?

APLICACIONES CONECTADAS QUE ABORDAN DIFERENTES
NECESIDADES

