

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 10/21/2011

**GAIN Report Number:** CI1040

## Chile

**Post:** Santiago

### Chile's Fast Food Update

**Report Categories:**

Agriculture in the News

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**Report Highlights:**

**Chile's fast food spending up 47 percent in comparison to 10 years ago. In a Euromonitor study, Copec (Chilean service station brand) was ranked as the third most popular fast food outlet in Chile.**

**General Information:**

The study reports that 10 years ago Chileans spent 47 percent less on fast food. Back in 2000, the average Chilean spent US\$33.2 on fast food annually, while in 2010 they spent US\$49.10.

Three factors explain the raise in fast food popularity: less time for people to cook at home, the great proliferation of fast food chains and promotional offers that seem too good to pass up.

Despite the government urging the population to eat more healthily, the fast food industry concludes that the amount people spend on fast food should increase exponentially because the fast food business is not as developed in Chile as elsewhere. According to Euromonitor, Chile is the second lowest fast-food consumer in the region, higher only than Colombia, where they only spend US\$30.2 per person.

We could explain the low numbers due to the excessive centralization of the population in the capitol of Santiago, which excludes a great percentage of Chile's population.

The Chilean oil company (Copec) is not only the number one fuel provider in Chile, but it is also one of the third most influential food providers in Chile.

The Copec Company, which is controlled by the Angelini family, was named the third biggest player in the fast food sector, with 8.6 percent of the sales, carried out by affiliate company Arco Prime who are in charge of Pronto Copec, Copec's fast food franchise.

Copec Company explains the raise in popularity "Arco Prime is a leader in "on-the-go" food, and in the last couple of years has strengthened what it has to offer... improving the variety and quality of their products in the Pronto and Fresco stores."

Arco Prime hopes to end 2011 with 80 fast-food stores opened between Iquique and Puerto Montt, in which, the most popular products are hamburgers and hot dogs.

The study qualifies as fast food stores those establishments where a standard and restricted menu is made up of food that is to be consumed quickly, with individual containers and which are administered under a franchise format.

The fast food industry in Chile is being lead by McDonald's with 10.6 percent of the market and followed by Alimentos Arauco (owners of Doggis) with a 10.3 percent.

According to the study during 2010 in Chile, the 2,149 fast food outlets considered for the study, located throughout Chile, grossed US\$859 million.