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GAIN Report

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Chilean Meat Consumption Reached Record Highs in 2010

Report Categories:

Product Brief

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Report Highlights:

Chilean meat consumption reached record highs in 2010 with almost 181 lbs. per capita.

Last year, an extra 2.9 kilograms of meat were eaten per person in comparison to 2009. Between 2000 and 2010, pork consumption showed the highest rise compared to other meat products.

General Information:

Taking into account all types of meat (red, white but not fish), Chileans ate an average of 181 pounds per person in 2010. This means an increase of 4 pounds of meat per person per year since 2009 and implies a considerable increase of 9 percent since 2005.

We have seen this rise across meat products including poultry, pork, and beef, as well as other kinds of meat, like sheep. Poultry meat is still by far the most popular y, with an average of 73 pounds per person a year, and a 41 percent of market share. Looking at the 2000-2010 decade, the country increased its poultry consumption by 21 percent¹.

However, pork meat registered the steepest rise in consumption over the last decade, from 38 pounds per person in 2000 to 54 pounds last year-- a 48 percent increase. Pork meat shares reached 30 percent in 2010, being considered as the second choice in the country.

Beef comes in third place when Chileans are choosing a meal. In 2010 each Chilean on average consumed 52 pounds of beef -- 28.8 percent of market share. Looking at the whole decade, the increase in the consumption of beef is almost nonexistent, with a rise of less than 1 percent since the year 2000.

Meanwhile, sheep meat has lost market share amongst Chileans in the last three years. From 2008 to 2010 its consumption lowered from 14 to only 7 ounces per person per year.

Pork meat consumption experienced the highest rise per capita in the 2000-2010 decade, with a 48 percent rise topping out at 54 pounds. Poultry consumption rose 21 percent in a similar period, while beef barely increased less than one percent.

Since 2005, total meat consumption has risen almost 10 percent, from 165 pounds per person to 181 pounds in 2010. The rise was similar to the rise domestic the meat production of the country, which increased 11 percent in the last decade.

¹ Source: National Poultry Producers Association