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Chileans drank 53 liters of beer per person in 2025, down 7.34% from 2023

Euromonitor said national beer volume fell 4.96% to 10.73 million hectoliters, showing per-capita demand weakened faster

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Beer consumption per person in Chile fell to 53 liters in 2025 from 57.2 liters in 2023, according to a Euromonitor International study published on November 14, pointing to a 7.34% decline in per-capita consumption over the period.

The figures come from the study Huella económica y tendencias de la cerveza en Chile, which covers the national Chilean beer market rather than a specific brewer, brand or region. The study was presented on November 11 and uses 2025 data.

The decline in per-person consumption was sharper than the drop in the market’s total volume. According to the published figures, total beer volume in Chile fell to 10.73 million hectoliters in 2025 from 11.29 million hectoliters in 2023. That was a reduction of 560,000 hectoliters, or 4.96%.

The gap between the two indicators is significant because it shows that the contraction in the market was more pronounced when measured on a per-resident basis than in overall sales volume. In absolute terms, annual beer consumption per person dropped by 4.2 liters between 2023 and 2025.

The Euromonitor data do not include a 2024 baseline in the published comparison, so they do not allow a direct year-over-year reading between 2024 and 2025. Instead, the figures show the change across the two-year period from 2023 to 2025.

No monetary values were attached to the data released with the study. The comparison is based on liters per person and millions of hectoliters for the national market. That makes the release a volume-based snapshot of beer consumption trends in Chile rather than a measure of revenue, prices or company performance.

The study’s publication offers a new reference point for tracking how beer demand has shifted in Chile after 2023. It also draws a distinction that can be lost in broader market readings: total market volume declined, but consumption per person fell at a faster pace.

The full original report was not publicly available for review, so its methodology could not be independently verified beyond the figures released with the study on November 14.