

## **Dairy Products and Alternatives in Argentina**

Market Direction | 2022-09-07 | 68 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Growth in overall retail volume sales of dairy products and alternatives in Argentina in 2022 is expected to surpass that recorded in 2021, with the majority of the main categories set to post positive results in this respect. While there is considerable variation in the projected performances of these categories and the trends shaping them, most have been greatly influenced by two common factors: behavioural changes resulting from the outbreak of COVID-19 and subsequent improvements in the epid...

Euromonitor International's Dairy Products and Alternatives in Argentina report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Dairy Products and Alternatives in Argentina  
Euromonitor International  
September 2022

List Of Contents And Tables

### **DAIRY PRODUCTS AND ALTERNATIVES IN ARGENTINA**

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

#### **MARKET DATA**

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 5 Penetration of Private Label by Category: % Value 2017-2022

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BABY FOOD IN ARGENTINA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Demand for milk formula picks up with the easing of the pandemic

Prepared baby food sees multiple players withdraw or rationalise product ranges

Acquisition of Reckitt Benckiser brands makes Ethical Nutrition a major competitor

#### **PROSPECTS AND OPPORTUNITIES**

Falling birth rates will continue to hamper volume sales potential

Other baby food expected to remain the fastest developing category

Nutricia-Bago likely to maintain sizeable lead despite growing competition

#### **CATEGORY DATA**

Table 9 Sales of Baby Food by Category: Volume 2017-2022

Table 10 Sales of Baby Food by Category: Value 2017-2022

Table 11 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 12 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 14 NBO Company Shares of Baby Food: % Value 2018-2022

Table 15 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 16 Distribution of Baby Food by Format: % Value 2017-2022

Table 17 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 18 □Forecast Sales of Baby Food by Category: Value 2022-2027

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

#### BUTTER AND SPREADS IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Consumption patterns stabilise as pandemic-induced disruption continues to subside

Private label lines lose ground to competitively priced brands

La Mucca launches Lactalis-owned premium butter brand President

##### PROSPECTS AND OPPORTUNITIES

Recent innovations should help Mastellone consolidate its overall lead

Price control scheme Precios Cuidados will help to bolster retail volume growth

High inflation will temper demand and intensify competition at foodservice level

##### CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 22 Sales of Butter and Spreads by Category: Value 2017-2022

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 27 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

#### CHEESE IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Steep price hikes subdue growth in retail volume sales

Lower foodservice spending fuels trading up and experimentation at the retail level

Danone's La Serenisima Clasico brand enters spreadable cheese

##### PROSPECTS AND OPPORTUNITIES

Hard cheese expected to outperform soft cheese in retail volume growth terms

Spreadable cheese should continue to benefit from rising health-consciousness

Further value share gains projected for Punta del Agua

##### CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2017-2022

Table 33 Sales of Cheese by Category: Value 2017-2022

Table 34 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 35 Sales of Cheese by Category: % Value Growth 2017-2022

Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 37 Sales of Soft Cheese by Type: % Value 2017-2022

Table 38 Sales of Hard Cheese by Type: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 39 NBO Company Shares of Cheese: % Value 2018-2022

Table 40 LBN Brand Shares of Cheese: % Value 2019-2022

Table 41 □Distribution of Cheese by Format: % Value 2017-2022

Table 42 □Forecast Sales of Cheese by Category: Volume 2022-2027

Table 43 □Forecast Sales of Cheese by Category: Value 2022-2027

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2022-2027

#### DRINKING MILK PRODUCTS IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

High inflation and social aid programmes depress retail volume sales of cow's milk

Declining trend in flavoured milk drinks with fruit juice persists as more brands exit

Full fat milk products continue to outperform fat-free and semi skimmed varieties

##### PROSPECTS AND OPPORTUNITIES

Precios Cuidados will continue to buoy retail volume sales but skew brand rankings

Adecoagro set to strengthen its competitive position on the back of recent launches

Shelf stable milk expected to continue gaining ground at the expense of fresh milk

##### CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 47 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 52 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 53 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 54 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 55 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 56 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

#### YOGHURT AND SOUR MILK PRODUCTS IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for drinking yoghurt rebounds as consumption patterns normalise

Flavoured yoghurt shows improved performance in retail volume growth terms

Milkaut focuses on strengthening its presence in the greater Buenos Aires area

##### PROSPECTS AND OPPORTUNITIES

High inflation likely to see more products included in Precios Cuidados programme

Alimentos Refrigerados expected to recover ground lost during change of ownership

Danone's La Serenisima Clasico set to make further gains

##### CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2017-2022

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

#### OTHER DAIRY IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Other dairy categories benefit from increased desire for indulgence and novelty

New product development helps to bolster retail volume sales growth in cream

Mastellone consolidates overall lead as Alimentos Refrigerados loses ground

##### PROSPECTS AND OPPORTUNITIES

New food labelling regulations will stimulate development of healthier alternatives

Coffee whiteners expected to post the slowest growth in retail volume sales

Precios Cuidados scheme will mitigate impact of high inflation in key categories

##### CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2017-2022

Table 70 Sales of Other Dairy by Category: Value 2017-2022

Table 71 Sales of Other Dairy by Category: % Volume Growth 2017-2022

Table 72 Sales of Other Dairy by Category: % Value Growth 2017-2022

Table 73 Sales of Cream by Type: % Value 2017-2022

Table 74 NBO Company Shares of Other Dairy: % Value 2018-2022

Table 75 LBN Brand Shares of Other Dairy: % Value 2019-2022

Table 76 Distribution of Other Dairy by Format: % Value 2017-2022

Table 77 Forecast Sales of Other Dairy by Category: Volume 2022-2027

Table 78 □Forecast Sales of Other Dairy by Category: Value 2022-2027

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2022-2027

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2022-2027

#### PLANT-BASED DAIRY IN ARGENTINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Innovation and wider distribution coverage buoy demand in other plant-based milk

Almond varieties most popular in other-plant based milk as rice products struggle

Smaller players cultivate new distribution agreements to strengthen competitiveness

##### PROSPECTS AND OPPORTUNITIES

Oat milk expected to gain popularity at the expense of soy milk

Reliance on imported inputs will continue to limit product mix and pose cost risks

Demand for plant-based yoghurt and cheese likely to remain negligible

##### CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 82 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 83 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 84 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 85 Sales of Other Plant-Based Milk by Type: % Value 2019-2022

Table 86 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 87 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 88 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 89 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 90 □Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 91 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 92 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

## Dairy Products and Alternatives in Argentina

Market Direction | 2022-09-07 | 68 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com