

Drinking Milk Products in Argentina

Market Direction | 2022-09-07 | 20 pages | Euromonitor

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Report description:

Overall retail volume sales of cow's milk are set to contract for the second year in a row in 2022, with most categories expected to post declines in this respect. This is mainly because very high inflation fuelled by Argentina's longstanding economic problems, the global recovery from the pandemic and Russia's invasion of Ukraine have greatly weakened purchasing power among consumers, forcing many to cut back even on staples like milk. Similarly, these conditions have prompted government author...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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.

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

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