

Concentrates in Argentina

Market Direction | 2022-11-24 | 29 pages | Euromonitor

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Report description:

The action of trading down has been observed in concentrates over the past years, as consumers switch to carbonates prompted by the "Precios Cuidados" government price control program, which saw several leading brands sold at a discounted price. Leading brands such as Coca-Cola and Pepsi-Cola joined "Precios Cuidados" offering certain products at a competitive price level that complies with the government control program, capturing a low-income audience. Consumers have also shifted from powdered...

Euromonitor International's Concentrates in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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