

Juice in Argentina

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

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Report description:

Due to the outbreak of COVID-19, consumer health awareness has accelerated. This has supported the rising demand for juices, in particular, 100% juices, which are perceived to be more 'natural' and, therefore, healthier. Following the health and wellness trend, 100% juices are expected to increase notably in 2022, fuelled by a positive orange harvest and a higher price positioning compared to nectars or juice drinks. Furthermore, growing demand for vitamin C in response to COVID-19 has boosted i...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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 reliable information resources to help drive informed strategic planning.

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Table of Contents:

Juice in Argentina
Euromonitor International
November 2022

List Of Contents And Tables

JUICE IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth for 100% juices is driven by natural and healthier offerings
New consumption habits increase retail and foodservice volume growth in juice
Coca-Cola leadership accentuated by pressures to offer discounts

PROSPECTS AND OPPORTUNITIES

The health and wellness trend shapes the landscape for juices
Vegetable mixed juices and new retail channels help diversify juices
Price grows increasingly important over the coming years

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022
Table 2 Off-trade Sales of Juice by Category: Value 2017-2022
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

SOFT DRINKS IN ARGENTINA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Argentina

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SOURCES

Summary 1 Research Sources

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