

Alcoholic Drinks in Argentina

Market Direction | 2023-06-23 | 71 pages | Euromonitor

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Report description:

Argentina faces an uncertain macroeconomic situation due to political dysfunction and economic instability, with one of the highest inflation rates in the world, although the IMF predicts the GDP will grow by 4% by the end of 2022, fuelled by a steep increase in the investment rate, which reached 22.3% of GDP in August 2022. Inbound and domestic tourism increased significantly in 2022, exceeding pre-pandemic figures, with rising demand in hotels and restaurants in the year. Private consumption,...

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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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Euromonitor International
June 2023

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PROSPECTS AND OPPORTUNITIES

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E commerce will continue to outperform, driven by national brand owners and retailers

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Premiumisation trend continues in 2022

PROSPECTS AND OPPORTUNITIES

Cider consumption is expected to continue growing, fuelled by the entry of Cerveceria y Malteria Quilmes with the acquisition of Bodegas Cuvillier
Premium offerings will be driven by product innovation
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Hard seltzers' development outpaces other alcoholic drinks

Cepas Argentina leads RTDs with Dr Lemon, which it continues to develop

Spirit-based RTDs benefit from a wide array of new brands and the recent entry of Coca-Cola with Schweppes

PROSPECTS AND OPPORTUNITIES

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