

Concentrates in Argentina

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Report description:

Trading down has become more common in concentrates during the review period, with a consumer switch to carbonates prompted by the "Precios Cuidados" government price control programme, 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 and capturing a low-income audience. Consumers have also shifted from powdered juices to flavoured waters, as leading players such a...

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 (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, packaging or pricing issues. Forecasts to 2027 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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