

## **HW Hot Drinks in Argentina**

Market Direction | 2023-11-03 | 11 pages | Euromonitor

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### **Report description:**

While total retail volume of hot drinks overall declined in Argentina over the course of 2022, volume sales increased in the vast majority of health and wellness hot drinks categories and this can be regarded as a clear sign of the strong shift towards health and wellness options that is being seen across the hot drinks industry. While the economic crisis and high inflation have put enormous pressure on consumer spending on hot drinks generally, consumers are becoming increasingly intent on prio...

Euromonitor International's HW Hot Drinks in Argentina report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

- \* Get a detailed picture of the HW Hot 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.

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reliable information resources to help drive informed strategic planning.

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Hot drinks consumption sees a shift towards health and wellness products

Natural underlines its credentials as a major health and wellness hot drinks category

No caffeine on the rise in 2022 as stress becomes a bigger issue

#### **PROSPECTS AND OPPORTUNITIES**

Increasing preference for healthier hot drinks to face pressure due to falling spending

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Overview

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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