

## **HW Soft Drinks in Argentina**

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

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### **Report description:**

During 2022, the perceptions of Argentinean consumers with regards to health and wellness soft drinks were still being shaped by their experiences during the COVID-19 pandemic, which meant that many consumers remained heavily focused on products with clear health benefits. This supported demand for juice, a category of products that are generally seen as healthier options in comparison with carbonates and other types of soft drinks that contain high levels of added sugar. In particular, 100% jui...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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 Soft 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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HW SOFT DRINKS IN ARGENTINA

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Growth in no sugar soft drinks as consumers shun sugary beverages

Good source of minerals a positive performer in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Low sugar, no sugar products to proliferate in carbonates in an attempt to compete

No sugar a promising category within health and wellness soft drinks

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HEALTH AND WELLNESS IN ARGENTINA

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Overview

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