

## **Carbonates in Argentina**

Market Direction | 2023-11-30 | 32 pages | Euromonitor

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### **Report description:**

Coca-Cola continues to lead carbonates overall in Argentina in 2023, gaining share thanks to its broad portfolio of brands and flavours. The player dominates cola carbonates, and is leading lemonade/lime, and orange carbonates. Coca-Cola continues to invest in new product development such as the successful reformulation of its Coca-Cola and Sprite brands, with Coca-Cola No Sugar and Sprite Less sugar, for example. Both these products are helping Coca-Cola to gain market share.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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