

Juice in Argentina

Market Direction | 2023-11-30 | 29 pages | Euromonitor

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Report description:

The COVID-19 pandemic has accelerated the rise in consumer health consciousness in Argentina, supporting sales of juice - in particular, 100% juice, which is perceived as being more "natural" and thus healthier than alternatives. In line with health and wellness trends, 100% juice continues to see robust growth in 2023, fuelled by rising demand for vitamin C in the wake of COVID-19; consumers are increasingly interested in natural solutions to strengthening immunity. At the same time, growing co...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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
May 2024

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Upbeat growth for 100% juice thanks to natural and healthy positioning

Droughts limit available fruit for juices

Coca-Cola leads overall, with its Cepita brand number one in nectars, as players compete through price positioning and enjoy further expansion

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Health and wellness trends to continue playing crucial role in future growth of juice

New product development may capture new consumers

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