

Sports Drinks in Argentina

Market Direction | 2023-11-30 | 26 pages | Euromonitor

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Report description:

The new labelling law enacted in September 2022 requires that companies in packaged food and non-alcoholic beverages must use packaging labels to highlight high levels of sugar, fat or salt in their products. As a consequence, it is estimated that around two thirds of Argentinian consumers are changing their purchasing habits, with many actively avoiding buying food and beverages carrying the new labels. Products within sports drinks are among those feeling the impact, suffering curbed growth in...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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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