

Rtds in Argentina

Market Direction | 2024-06-18 | 26 pages | Euromonitor

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Report description:

The year 2023 witnessed a challenging landscape for Ready-to-Drink (RTDs) sales in Argentina, predominantly shaped by the pervasive grip of inflationary pressures. This economic phenomenon exerted significant strain on the purchasing power of consumers, particularly within the middle and low-income brackets. Consequently, RTDs experienced a notable decline in total volume sales, juxtaposed with a compensatory increase in retail sales value, which closely paralleled the trajectory of inflation. S...

Euromonitor International's RTDs 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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