

Drinking Milk Products in Argentina

Market Direction | 2024-08-01 | 19 pages | Euromonitor

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Report description:

The demand for drinking milk products in Argentina contracted in retail volume terms in 2023, and this negative trend persisted in 2024. Average prices for drinking milk products increased well above general inflation rates due to the end of Precios Justos, an agreement between the government and companies that promoted lower-cost alternatives priced below the current average in categories such as fresh milk and shelf stable milk. The cost of raw milk also soared well above general inflation rat...

Euromonitor International's Drinking Milk Products in Argentina report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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