

HW Soft Drinks in Argentina

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

During 2023, the perceptions of Argentinean consumers with regard to health and wellness soft drinks were still being shaped by their experiences during the COVID-19 pandemic, which meant that many consumers remained heavily focused on products with clear health benefits. This supported demand for juice, a category of products that are generally seen as healthier options in comparison with carbonates and other types of soft drinks that contain high levels of added sugar. In particular, 100% juic...

Euromonitor International's HW Soft Drinks in Argentina report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW Soft 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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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

July 2024

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HW SOFT DRINKS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

100% juice still seen as the healthiest option

Sales of no sugar soft drinks on the rise as consumers become more health conscious

Consumers increasingly looking for added functionality from their soft drinks

PROSPECTS AND OPPORTUNITIES

Low sugar and no sugar carbonates expected to thrive as consumers become more health conscious

No sugar claims set to influence demand across soft drinks

More consumers expected to turn to soft drinks to boost their nutritional intake

CATEGORY DATA

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HEALTH AND WELLNESS IN ARGENTINA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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