

HW Staple Foods in Argentina

Market Direction | 2024-07-31 | 16 pages | Euromonitor

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Report description:

In recent years, the adverse and unpredictable economic situation in Argentina and soaring inflation have put pressure on demand for health and wellness staple foods. This is due largely to the higher prices that are charged for staple foods with a health and wellness positioning. Consequently, regular spikes in food prices have distorted demand patterns in staple foods generally, with health and wellness staple foods affected by this. However, the situation has not been entirely negative as the...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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 Staple Foods 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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HW STAPLE FOODS IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

New labelling laws benefit products with healthier claims

Gluten free remains the most popular claim in staple foods in 2023

Sugar content comes under focus as consumers look to follow healthier lifestyles

PROSPECTS AND OPPORTUNITIES

Staple foods players devising strategies to cope with the new food labelling law

Gluten free slated for further growth and development as the consumer base expands

Low salt set to continue benefiting from the stricter regulatory environment while interest in meat and seafood substitutes is set to rise

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HEALTH AND WELLNESS IN ARGENTINA

EXECUTIVE SUMMARY

Health and wellness in focus

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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