

Coffee in Argentina

Market Direction | 2024-11-13 | 21 pages | Euromonitor

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Report description:

The income crisis in Argentina in 2024 created a significant shift in consumer behaviour, as cost-saving was prioritised. Following higher spending during the post-COVID era, an emphasis on cost-saving emerged as individuals sought to navigate economic challenges. This shift resulted in a notable decline in consumption, driven by heightened fears of job loss and financial insecurity.

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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Coffee sales notably decline as consumers navigate the economic recession

Consumers trade down to instant coffee in order to reduce their spending

Nestle Argentina solidifies its position through well-known brands

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