

Concentrates in Argentina

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Report description:

The economic recession in 2024 has led to a significant loss of purchasing power among middle- and low-income socioeconomic groups. This challenged sales of concentrates throughout the year. However, the impact of declining purchasing power was somewhat mitigated by strong investments in advertising, particularly in traditional media and social networks, specifically by Mondelez Argentina with its Tang and Clight brands. This marketing push helped temper the decline in consumption within the cat...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Powder concentrates lose ground against flavoured water variants

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Private label strengthens its position as discounter stores gain ground

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