

## **Hot Drinks in Argentina**

Market Direction | 2024-11-13 | 35 pages | Euromonitor

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### **Report description:**

Argentina's economy faced significant challenges in 2024, with a projected negative growth rate of 3.8% in gross domestic product. Inflation rose dramatically, from 134% in 2023 to an estimated 245% by the end of 2024. The election of libertarian economist Javier Milei as president in December 2023 brought sweeping changes, including more than 50% devaluation of the peso, substantial cuts to public sector employment, and a significant reduction in government size. His administration is pursuing...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

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

#### PROSPECTS AND OPPORTUNITIES

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The challenging economic landscape leads to a steep decline for yerba mate

Nestle Argentina increases innovation and advertising for its flagship brand Nesquik

Yerba mate continues to be a highly concentrated competitive landscape

#### PROSPECTS AND OPPORTUNITIES

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Yerba mate loses ground as health offerings rise within tea and coffee  
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