

Tea in Argentina

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

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Report description:

Tea consumption in Argentina in 2024 saw substantial growth, largely due to the increasing recognition of tea as a healthy beverage. This shift in perception has led to a rise in popularity, particularly for herbal and fruit teas and green tea, which are often fortified with functional benefits. Many consumers are drawn to these options for their health claims, such as boosting the immune system or providing calming effects.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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TEA IN ARGENTINA

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Cafes La Virginia loses ground against private label and discount brands

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