

## **Dairy Packaging in Argentina**

Market Direction | 2024-05-22 | 8 pages | Euromonitor

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### **Report description:**

Flexible plastic is the dominant pack type for fresh milk in Argentina. This is primarily attributed to its cost-effectiveness relative to alternatives, such as brick liquid cartons. Notably, its durability and resistance to breakage play a crucial role in facilitating milk transportation. Furthermore, the inherent convenience of flexible plastic enhances consumer appeal by offering a user-friendly experience. In 2023, well-known brands such as La Serenisima responded to evolving consumer prefer...

Euromonitor International's Dairy Packaging in Argentina report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Packaging 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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### **Table of Contents:**

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List Of Contents And Tables

DAIRY PACKAGING IN ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience means flexible plastic continues to dominate fresh milk packaging

Thin wall plastic containers continues to dominate yoghurt packaging

Cost-consciousness drives fresh milk packaging towards smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Brick liquid cartons to gain share in condensed milk

Shaped liquid cartons set to gain share from thin wall plastic containers for cream packaging

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