

Cafés/Bars in Argentina

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Independent specialist coffee and tea shops gain importance while Starbucks invests in innovation
Stall in growth of independent bars/pubs selling craft beer
Argentine brands expand to other countries

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Increase in product offer to drive greater consumption throughout the day
Coffee prices spike, while specialist shops become more accessible
Franchise model continues to drive category expansion

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