

# Cheese in Argentina

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Soft cheese leads growth as players focus on discounts to attract consumers  
Spreadable cheese declines; however, sales are higher than those seen in 2019  
Savencia acquires Sucesores de Alfredo Williner, improving its position

#### PROSPECTS AND OPPORTUNITIES

Foodservice set to fully recover from COVID-19 at the start of the forecast period  
Sales to rise for affordable options, appreciated during times of economic hardship  
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