

Drinking Milk Products in Argentina

September 2023

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Drinking Milk Products in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Precios Justos offers leading brands at lower price points to boost sales
Dairy only flavoured milk drinks sees positive results as children return to schools
Declining trend in flavoured milk drinks with fruit juice persists, as brands exit

PROSPECTS AND OPPORTUNITIES

Players focus on product formulations to avoid black octagons and warning labels
Shelf stable milk and full fat milk gain retail volume share at lower prices
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DISCLAIMER

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