

Sweet Spreads in Argentina

November 2023

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Sweet Spreads in Argentina - Category analysis

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2023 DEVELOPMENTS

Soaring inflation and import restrictions depress volume sales of chocolate spreads Retail demand for jams and preserves stabilises following pandemic-induced surge Honey continues to benefit from its naturally healthy image

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Price control schemes will remain a key driver of retail volume sales growth Artisanal brands expected to make further gains in jams and preserves Sweet spreads set to face greater competition from spreadable processed cheese

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