

HW Hot Drinks in Argentina

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Hot drinks consumption sees a shift towards health and wellness products
Natural underlines its credentials as a major health and wellness hot drinks category
No caffeine on the rise in 2022 as stress becomes a bigger issue

PROSPECTS AND OPPORTUNITIES

Increasing preference for healthier hot drinks to face pressure due to falling spending
Natural hot drinks remains significant as consumers shun artificial products
Gluten free set to rise as a health and wellness positioning in other hot drinks

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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Health and Wellness in Argentina - Industry Overview

EXECUTIVE SUMMARY

Overview

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