

# HW Soft Drinks in Argentina

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stronger presence for juice as 100% juice still seen as the healthiest option  
Growth in no sugar soft drinks as consumers shun sugary beverages  
Good source of minerals a positive performer in health and wellness soft drinks in 2022

#### PROSPECTS AND OPPORTUNITIES

Low sugar, no sugar products to proliferate in carbonates in an attempt to compete  
No sugar a promising category within health and wellness soft drinks  
Good source of vitamins set to benefit as consumers look to fortify their diets

#### CATEGORY DATA

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

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## Health and Wellness in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Overview

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