

# HW Snacks in Argentina

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

New labelling law to promote sales of healthier snacks as attention falls on ingredients

Gluten free particularly prominent within health and wellness snacks in 2022

Good source of vitamins and no salt snacks perform well as consumers take a more proactive approach to health in 2022

### PROSPECTS AND OPPORTUNITIES

Sweet biscuits to remain a source of opportunity for health and wellness options

Strong performances slated for gluten free and plant-based products

Low salt and no salt both set to register good sales growth

### CATEGORY DATA

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

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

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 6 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Overview

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