

# Alcoholic Drinks in Argentina

June 2023

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## DISCLAIMER

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Beer gains momentum thanks to increasing investment and the Football World Cup

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Packaging innovation increases new beer occasions

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On-trade sales are expected to rebound at the end of 2023

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Vodka and English gin will continue to grow at a faster rate

E commerce will continue to outperform, driven by national brand owners and retailers

On-trade set to record further growth; however, sales will be limited by an unstable macroeconomic situation

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