Soft Drinks in Argentina

November 2022

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DISCLAIMER

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Foodservice sales revitalise after COVID-19 home seclusion

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**RTD Tea in Argentina**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

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Limited options leads to an underdeveloped landscape for RTD tea

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**Energy Drinks in Argentina**

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Health awareness is fuelling retail volume sales of reduced-sugar energy drinks
Monster, Red Bull and RockStar compete for young adult consumers

**PROSPECTS AND OPPORTUNITIES**

Energy drinks is fuelled by high levels of investment from players
Healthier options and plant-based energy drinks emerge over the forecast period. Product innovation will accelerate towards new sophisticated flavours.

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### Sports Drinks in Argentina

#### KEY DATA FINDINGS

**2022 DEVELOPMENTS**

The health and fitness resurgence leads to positive volume sales.
New labelling laws will slow down sports drinks development.
Gatorade dominance continues as the player launches sugar-free options.

**PROSPECTS AND OPPORTUNITIES**

An unstable economy is a threat to the growth of sports drinks.
Players invest in health and wellness positionings, including reduced sugar.
Private label gains as the economic crisis persists.

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