



Euromonitor
International

Hot Drinks in Argentina

November 2025

Table of Contents

EXECUTIVE SUMMARY

Mixed performance for hot drinks in Argentina

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Improving economic outlook but many consumers remain cautious with spending

Further price rises hinder stronger volume performance by some hot drinks

National drink yerba mate drives demand for other hot drinks

Coffee thrives in foodservice while still struggling via retail

WHAT'S NEXT?

Positive outlook in line with Argentina's improving economy

Rise in health-conscious attitudes and labelling laws to inform new product development

Further weather fluctuations likely to present several threats

COMPETITIVE LANDSCAPE

Nestlé Argentina retains lead of fairly consolidated competitive landscape

Local player records dynamic growth through marketing investment and retail expansion

CHANNELS

Wide network of supermarkets drives distribution but small local grocers still appeal

Convenience of e-commerce drives further share gain

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Coffee in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee continues to be challenged by volatile weather but some formats thrive

INDUSTRY PERFORMANCE

Higher coffee prices due to impact of climate change result in further retail volume decline

Fresh coffee beans and pods thrive in difficult environment

WHAT'S NEXT?

Positive outlook but coffee will remain vulnerable to fluctuating weather conditions, necessitating adaptability by players

Specialist coffee shops will continue expanding, underpinning consumers' appreciation for premium offerings

COMPETITIVE LANDSCAPE

Nestlé Argentina retains convincing leadership of coffee

Juan Valdez's dynamic growth driven by expanding distribution strategy

CHANNELS

Supermarkets and hypermarkets dominate distribution of coffee

Strong performance by e-commerce as players look to expand presence

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2020-2025

Table 31 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 32 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 33 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 36 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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[Tea in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improving performance with category benefiting from local production

INDUSTRY PERFORMANCE

Tea shows substantial rebound, driven by affordability and health awareness

Black tea rebounds due to affordability for budget-conscious consumers

WHAT'S NEXT?

Sales are set to increase, driven by both local and imported offerings
Specialists will enhance sales over the forecast period
Aligned with improving economic conditions, premium brands likely to gain ground

COMPETITIVE LANDSCAPE

Cafés La Virginia's leadership driven by diverse portfolio
Former leader continues to lose ground to Cafés La Virginia
Twinings benefits from easing of import barriers

CHANNELS

Supermarkets and hypermarkets dominate tea distribution with extensive networks
The growing penetration of retail e-commerce helps expand visibility

CATEGORY DATA

Table 37 - Retail Sales of Tea by Category: Volume 2020-2025
Table 38 - Retail Sales of Tea by Category: Value 2020-2025
Table 39 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 40 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 41 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 42 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 43 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 44 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 45 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 46 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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[Other Hot Drinks in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved performance by other drinks due to several factors

INDUSTRY PERFORMANCE

Rebound of other hot drinks driven by yerba mate in 2025
Cultural significance and health positioning support demand for yerba mate

WHAT'S NEXT?

Yerba mate's mature profile is expected to lose ground to coffee and tea
Flavoured powder drinks to explore better-for-you offerings to address health trends

COMPETITIVE LANDSCAPE

Cooperativa Agrícola de la Colonia Leibig gains further share to gain leadership of other hot drinks
Marketing investment leads to significant share gain for La Cachuera

CHANNELS

Supermarkets remains leading distribution channel for other hot drinks
E-commerce sales increase as players invest in digital platforms to expand reach

CATEGORY DATA

Table 47 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025
Table 48 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025
Table 49 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025
Table 50 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 52 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 56 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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