

Yoghurt and Sour Milk Products in Argentina

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Drinking yoghurt suffers as price sensitivity leads to weakened sales
Promotions, discounts and Precios Justos aid current retail volume sales
Danone Argentina increases its share, seeing success with La Serenísima Clásico

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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