

# **Concentrates in Argentina**

November 2023

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#### Concentrates in Argentina - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Concentrates faces competitive threat from carbonates and flavoured water Liquid concentrates gains momentum as sales of amargo rise Mondelez leads concentrates but faces challenges from Cepas Argentinas

#### PROSPECTS AND OPPORTUNITIES

Affordability and new liquid concentrates options will drive future growth for overall category Private label to expand amid economic instability Product innovation will fuel further growth in concentrates

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