

Concentrates in Argentina

November 2023

Table of Contents

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

CATEGORY DATA

Concentrates Conversions Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023 Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023 Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023 Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023 Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023 Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023 Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023 Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023 Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023 Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023 Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023 Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028 Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028 Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028 Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Soft Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023 Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023 Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023 Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023 Table 30 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023 Table 31 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023 Table 32 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023 Table 33 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023 Table 34 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023 Table 35 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023 Table 36 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023 Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023 Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028 Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028 Table 42 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028 Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028 Table 44 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028 Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028 Table 46 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028 Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Argentina

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SOURCES

Summary 2 - Research Sources

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