



**Euromonitor
International**

Juice in Argentina

November 2025

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Juice in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

From economic dip to health-driven rebound and digital growth

INDUSTRY PERFORMANCE

Juice sales rebound as inflation in Argentina starts to ease

100% juice benefits from health and wellness trend

WHAT'S NEXT?

Solid growth for juice driven by healthier and lower sugar options

Potential for extreme weather conditions to further impact juice

Rising sophistication with a focus on specific health benefits likely to attract consumers

COMPETITIVE LANDSCAPE

Coca-Cola retains leadership of consolidated landscape with Cepita

Gains for Purafrutta driven by expanding distribution

CHANNELS

Traditional channel dominates but loses further ground to competitors

Convenience drives surge in sales via e-commerce

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Soft Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Navigating economic recovery, health trends, and evolving retail dynamics

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INDUSTRY PERFORMANCE

Partial rebound for soft drinks amidst ongoing challenges

2025 characterised by price-sensitivity and rising health trends

WHAT'S NEXT?

Positive outlook as improving local economy drives consumers' purchasing decisions

Healthier lifestyles to influence new product development

Climate change to remain an influential factor in availability of ingredients

COMPETITIVE LANDSCAPE

Coca-Cola Argentina SA retains convincing leadership of soft drinks

Local player pursues aggressive expansion plan

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Small local grocers loses ground despite benefiting from close proximity to neighbourhoods

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