



Euromonitor
International

Sweet Spreads in Argentina

November 2025

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Sweet Spreads in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for sweet spreads

INDUSTRY PERFORMANCE

Sweet spreads benefit from being perceived as affordable indulgence

Nut and seed based spreads see robust sales in both value and volume terms

WHAT'S NEXT?

Sweet spreads will continue to enjoy a positive performance

High sugar content in sweet spreads not expected to significantly hamper growth

New innovations expected in sweet spreads over the forecast period

COMPETITIVE LANDSCAPE

Arcor SAIC maintains strong lead thanks to robust brand portfolio

Carrefour's significant company growth demonstrates the strength of private label

CHANNELS

Sweet spreads see a balance across traditional and modern channels

Distribution channels benefit from discontinuation of the Precios Justos programme

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Cooking Ingredients and Meals in Argentina - Industry Overview

EXECUTIVE SUMMARY

Slow economic recovery and price increases hinder demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price challenges and the global trade war

Healthy and wellness trends continue

Comfort on a limited budget

WHAT'S NEXT?

Positive ongoing growth, with stabilising prices leading to lower value sales, and volume supported by baseline demand

Companies will use innovations and new product launches to stand out from the crowd

Supermarkets and hypermarkets expected to recover

COMPETITIVE LANDSCAPE

Unilever holds the lead, with local player Arcor in second overall place

Company growth linked to category performance

CHANNELS

Small local grocers continue to benefit from proximity

All distribution channels see positive growth

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