



Euromonitor
International

Dairy Products and Alternatives in Argentina

September 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Macroeconomic Factors Drive Sales Recovery

Yogurt Leads Dairy Driven by Health and Wellness Concerns

Exclusive Online Deals Attract Price-Sensitive Shoppers

Chart 2 - Cheaper Options and Discounts Sustain Demand

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Economic Recovery and Health and Wellness Set to Drive Growth

Chart 5 - Analyst Insight for Dairy Products and Alternatives

Plant-Based Dairy Set to Surge as Functional Innovation Accelerates

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mastellone Maintains Lead Despite Share Erosion

Saputo Exits as Gloria Foods Enters and Innovation Intensifies

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Small Local Grocers Capture Everyday Dairy Spending as Shoppers Seek Proximity and Price

Pedidos Ya and Mercado Libre Boost Online Dairy with Exclusive Offers

Imported Brands and Direct Sourcing Reshape Modern Retail as Consumers Shift Habits

Chart 10 - Retail Channels 2021-2026

PRODUCTS

La Serenísima and Las Tres Niñas Expand to Capture Wellness Demand

Chart 11 - Las Tres Niñas Offers Cost-Efficient Nutrition

Accessible Innovation Drives High-Protein Dairy Options

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dairy Products and Alternatives

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dairy Products and Alternatives

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Baby Food in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Baby Food

INDUSTRY PERFORMANCE

Milk Formula Leads Sales with Functional and Affordable Choices

Rising Dairy Pricing Spurs Price Consciousness among Consumers

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Declining Birth Rates Set to Challenge Growth in Baby Food

Chart 22 - Analyst Insight for Baby Food

Innovation in Milk Formula Expected to Offset Demographic Headwinds

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nutricia-Bagó Consolidates Lead as Rivals Shift Strategy

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Pharmacies Maintain Dominance as Supermarkets Lose Ground

Retailers Leverage Promotions as Retail E-Commerce Accelerates

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Nutricia Bagó Leverages Life-Stage Focus to Drive Premiumisation

Chart 28 - Brands Focus on Stage-Specific Nutrition

Adecoagro Targets Value-Orientated Families with Affordable Milk Formula

Premium and Value Positioning Reshape Competition in Milk Formula

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby Food

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby Food

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Butter and Spreads in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Butter and Spreads Summary

INDUSTRY PERFORMANCE

Conaprole Gains Shelf Space as Supermarkets Introduce Imports to Attract Shoppers

Chart 36 - Imported Brands Intensify Competition

Brands Drive Value Growth with Discounts and Exclusive Online Promotions

Chart 37 - Promotion and Discounts Boost Sales

Chart 38 - Value Sales 2021-2031

Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Mastellone and Lactalis to Accelerate Product Launches

Modern Retailers to Expand Premium Imports and Shape Consumer Expectations

Chart 40 - Forecast Value Sales 2021-2031

Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arcor and Danone Consolidate Leadership as Operational Shifts Reshape Competition

Arcor and Danone'S Acquisition Unlocks New Growth Pathways

Chart 42 - Company Shares 2026

Chart 43 - Brand Shares 2026

CHANNELS

Small Local Grocers Win Shoppers as Supermarkets Lose Ground

Pedidos Ya and Rapi Drive Retail E-Commerce Growth with Exclusive Deals

Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Butter and Spreads

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Butter and Spreads

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cheese in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cheese Summary

KEY INDUSTRY TRENDS

Chart 52 - Key Industry Trends for Cheese

INDUSTRY PERFORMANCE

Hard Cheese Maintains Lead as Price Promotions Drive Recovery

Imported Brands Fuel Spreadable Cheese'S Comeback

Resurgence of Cottage Cheese Taps into High-Protein Wellness

Chart 53 - Value Sales 2021-2031

Chart 54 - Value Sales by Category 2026

WHAT'S NEXT?

Price-Sensitivity to Fuel Innovation and Promotions in Cheese

Chart 55 - Analyst Insight for Cheese

Health-Focused Launches to Reshape Demand for Soft and Spreadable Cheese

Chart 56 - Forecast Value Sales 2021-2031

Chart 57 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mastellone Maintains Lead through Brand Equity and Established Distribution

Arcor and Danone Reshape Cheese in Argentina with Mastellone Acquisition

Chart 58 - Company Shares 2026

Chart 59 - Brand Shares 2026

CHANNELS

Small Local Grocers Maintain Distribution Dominance as Fiambrerías Thrive

Pedidosya and Rapi Accelerate Retail E-Commerce Growth with Targeted Offers

Chart 60 - Retail Channels 2021-2026

PRODUCTS

Finlandia Reshapes Consumer Expectations with Sustainable Line

Chart 61 - Packaging Innovation Becomes a Key Competitive Tool

Wapi'S Taps into High-Protein Demand with Cottage Cheese Launch

Chart 62 - Cottage Cheese Caters to Wellness-Focused Consumers

Packaging and Protein Innovation Accelerates Competition

ECONOMIC CONTEXT

Chart 63 - Economic Context for Cheese

Chart 64 - Real Gdp Growth 2021-2031

Chart 65 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 66 - Consumer Context for Cheese

Chart 67 - Population 2021-2031

Chart 68 - Population by Generation 2026

Chart 69 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Drinking Milk Products in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Drinking Milk Products Summary

INDUSTRY PERFORMANCE

Shelf Stable Milk Gains Traction

Chart 70 - Protein-Enriched Milk Drives Innovation

Adecoagro and Mastellone Drive Innovation with Protein-Enriched Launches

Chart 71 - Dessert Flavours Drive Innovation

Chart 72 - Value Sales 2021-2031

Chart 73 - Value Sales by Category 2026

WHAT'S NEXT?

Shifts in Consumer Preferences and Lifestyles Set to Pose Challenge to Milk

Improving Purchasing Power to Prompt Shift to Premium and Functional Milk

Chart 74 - Forecast Value Sales 2021-2031

Chart 75 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mastellone Maintains Lead as Adecoagro Shifts to Branded Strategy

Arcor and Danone Consolidate Leadership with Mastellone Acquisition

Chart 76 - Company Shares 2026

Chart 77 - Brand Shares 2026

CHANNELS

Small Local Grocers Boost Sales by Expanding Affordable Brands

Pedidos Ya and Rapi Drive Rapid Gains in E-Commerce Share

Chart 78 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 79 - Economic Context for Drinking Milk Products

Chart 80 - Real Gdp Growth 2021-2031

Chart 81 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 82 - Consumer Context for Drinking Milk Products

Chart 83 - Population 2021-2031

Chart 84 - Population by Generation 2026

Chart 85 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Yoghurt and Sour Milk Products in Argentina

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

Yoghurt Brands Accelerate Wellness-Led Launches to Attract Fitness-Focused Consumers

Cencosud and Coto Introduce Imported Brands to Drive Assortment Innovation

Protein-Focused Launches Reposition Yoghurt for Active Lifestyles

Chart 86 - Protein Innovation Transforms Yoghurt

Chart 87 - Value Sales 2021-2031

Chart 88 - Value Sales by Category 2026

WHAT'S NEXT?

Danone to Leverage Innovation as Imports Intensify Competition

Plain Yoghurt Set to Outpace Other Products as Consumers Seek Versatility

Ageing Population to Prompt Brands to Target Adults with Functional Benefits

Chart 89 - Forecast Value Sales 2021-2031

Chart 90 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Danone Secures Dominance as Rivals Focus on Plain and Protein Launches

Chart 91 - Company Shares 2026

Chart 92 - Brand Shares 2026

CHANNELS

Small Local Grocers Attract Shoppers as Price Gaps Narrow

Pedidos Ya and Rapi Drive Online Growth with Exclusive Offers

Coto and Disco Boost Appeal with Direct Imports and Wider Ranges

Chart 93 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 94 - Economic Context for Yoghurt and Sour Milk Products

Chart 95 - Real Gdp Growth 2021-2031

Chart 96 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 97 - Consumer Context for Yoghurt and Sour Milk Products

Chart 98 - Population 2021-2031

Chart 99 - Population by Generation 2026

Chart 100 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Other Dairy in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

INDUSTRY PERFORMANCE

Chilled and Shelf Stable Desserts Lead Growth through Aggressive Promotions and Discounts

Danone and Mastellone Capture Value-Seeking Consumers with Affordable Innovation

Chart 101 - Companies Launch Pistachio Variants to Attract Consumers

Chart 102 - Value Sales 2021-2031

Chart 103 - Value Sales by Category 2026

WHAT'S NEXT?

Brands to Target Teenagers and Adults with Functional Dessert Launches

Chilled and Shelf Stable Desserts to Hold Leadership as Lactose-Free Options Rise

Pistachio Flavour Launches to Drive Premiumisation and Social Media Engagement

Chart 104 - Forecast Value Sales 2021-2031

Chart 105 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arcor and Danone Consolidate Leadership with Mastellone Acquisition and Viral Launches

Nestlé Argentina Targets Next Generation Consumers

Chart 106 - Company Shares 2026

Chart 107 - Brand Shares 2026

CHANNELS

Small Local Grocers Capture Essential Spending as Consumers Seek Value

Retail E-Commerce Attracts Bargain Hunters with Aggressive Online Promotions

Chart 108 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 109 - Economic Context for Other Dairy

Chart 110 - Real Gdp Growth 2021-2031

Chart 111 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 112 - Consumer Context for Other Dairy

Chart 113 - Population 2021-2031

Chart 114 - Population by Generation 2026

Chart 115 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Plant-Based Dairy in Argentina](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

INDUSTRY PERFORMANCE

Pampa Vida Shifts Consumer Focus with Protein-Enriched Launches

Chart 116 - Protein Innovation Transforms Plant-Based Milk

Functional Nutrition Fuels Plant-Based Protein Products

Chart 117 - Value Sales 2021-2031

Chart 118 - Value Sales by Category 2026

WHAT'S NEXT?

Price-Sensitive Shoppers to Limit Product and Flavour Innovation

Health-Driven Consumers to Boost Protein-Enriched Options

Economic Stabilisation and Urban Income Recovery to Drive Niche Growth

Chart 119 - Forecast Value Sales 2021-2031

Chart 120 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Coca-Cola Argentina Sustains Dominance as Smaller Brands Exit

Strategic Moves Reshape Argentina'S Dairy Players

Chart 121 - Company Shares 2026

Chart 122 - Brand Shares 2026

CHANNELS

Small Local Grocers Expand Reach as Supermarkets and Hypermarkets Lose Ground

Promotions and Direct Channels Fuel Retail E-Commerce Acceleration

Chart 123 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 124 - Economic Context for Plant-Based Dairy

Chart 125 - Real Gdp Growth 2021-2031

Chart 126 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 127 - Consumer Context for Plant-Based Dairy

Chart 128 - Population 2021-2031

Chart 129 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-argentina/report.