



**Euromonitor
International**

HW Hot Drinks in Argentina

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health labelling and reformulation continues despite economic pressures in Argentina

INDUSTRY PERFORMANCE

Economic challenges shape consumer choices amid rising health awareness in Argentina
The good source of vitamins claim supports the rise of organic and functional yerba mate
Growing awareness and regulation drive expansion of gluten free hot drinks in Argentina

WHAT'S NEXT

Organic, lactose-free, and vegetarian hot drinks are set to drive growth in Argentina
Good source of vitamins will continue to drive sales as awareness of nutrition and labelling grows
Gluten-free hot drinks is set to gain momentum as demand grows beyond niche consumers

CATEGORY DATA

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Health and Wellness in Argentina - Industry Overview

EXECUTIVE SUMMARY

Labelling laws and economic pressures shape health and wellness trends in 2024

INDUSTRY PERFORMANCE

Argentina's front-of-pack labelling law drives product reformulation and innovation
Natural, gluten-free, fortified and functional products drive sales in Argentina

WHAT'S NEXT

Health and wellness claims are expected to grow through ongoing product reformulation and innovation

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