

# HW Staple Foods in Argentina

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

New labelling laws to benefit products with healthier claims  
Gluten free holds first place within health and wellness staple foods in 2022  
Low sugar rises in 2022 as consumers focus on reducing calorie intake

#### PROSPECTS AND OPPORTUNITIES

Staple foods players to devise strategies to cope with the new food labelling law  
Gluten free slated for further growth and development as the consumer base expands  
Low salt set to continue benefiting from the stricter regulatory environment

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## Health and Wellness in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Overview

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