



Beer in Argentina

July 2022

Table of Contents

Beer in Argentina - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Beer wins the competition with still wines in 2021
New product development fuels further growth
Packaging innovation increases new beer occasions

PROSPECTS AND OPPORTUNITIES

Third wave of COVID-19 may slow down on-trade's rebound
Economic instability may encourage "smart affordability"
Cerveceria y Maltería Quilmes' diversification outside beer may strengthen Cía Cervecerías Unidas' market share

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2021
Table 1 - Number of Breweries 2016-2021

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2016-2021
Table 3 - Sales of Beer by Category: Total Value 2016-2021
Table 4 - Sales of Beer by Category: % Total Volume Growth 2016-2021
Table 5 - Sales of Beer by Category: % Total Value Growth 2016-2021
Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2016-2021
Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2016-2021
Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021
Table 10 - Sales of Beer by Craft vs Standard 2016-2021
Table 11 - GBO Company Shares of Beer: % Total Volume 2017-2021
Table 12 - NBO Company Shares of Beer: % Total Volume 2017-2021
Table 13 - LBN Brand Shares of Beer: % Total Volume 2018-2021
Table 14 - Forecast Sales of Beer by Category: Total Volume 2021-2026
Table 15 - Forecast Sales of Beer by Category: Total Value 2021-2026
Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026
Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

Alcoholic Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?
Chart 1 - Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026
Chart 2 - Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026
Chart 3 - Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026
Chart 4 - Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 2 - Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

MARKET INDICATORS

Table 18 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 19 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021
Table 20 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021
Table 21 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021
Table 22 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021
Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021
Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021
Table 27 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021
Table 28 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021
Table 29 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021
Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026
Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026
Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026
Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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/beer-in-argentina/report.