

# Naturally Healthy Beverages in Argentina

February 2022

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### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Naturally healthy beverages boom back into stronger sales, with bottled water benefitting from home delivery and health and wellness driving trends

Price government control on yerba mate keeps prices below inflation

100% juice sees ongoing interest, as consumers switch away from high-sugar options towards healthier variants

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trend, uplifted by COVID-19, will benefit sales of NH bottled water

NH yerba mate sees ongoing sales, although mature category set to face competition from tea trends

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