



# Rtds in Argentina

July 2022

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## Rtds in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Hard seltzers first steps in Argentina

Cepas Argentinas invests with the launch of Bacardi RTDs

Grupo Peñaflores gives fight with Smirnoff Ice and new versions of Frizzé

#### PROSPECTS AND OPPORTUNITIES

Fierce competition fuelled by the entry of Coca-Cola Argentina

Hard seltzers, a more health-aware choice, may expand consumer base of RTDs

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