



Drinking Milk Products in Argentina

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Recovery for drinking milk products in 2025
- Mastellone Hnos leads to popularity of leading brand, La Serenísima
- Small local grocers remains the leading distribution channel for drinking milk products

PROSPECTS AND OPPORTUNITIES

- Economic recovery will drive the category's expansion over the forecast period
- Health and wellness trend set to drive demand for fat-free and semi-skimmed milk
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Dairy Products and Alternatives in Argentina - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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