

Soft Drinks in Argentina

November 2025

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Soft Drinks in Argentina

EXECUTIVE SUMMARY

Navigating economic recovery, health trends, and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Partial rebound for soft drinks amidst ongoing challenges 2025 characterised by price-sensitivity and rising health trends

WHAT'S NEXT?

Positive outlook as improving local economy drives consumers' purchasing decisions

Healthier lifestyles to influence new product development

Climate change to remain an influential factor in availability of ingredients

COMPETITIVE LANDSCAPE

Coca-Cola Argentina SA retains convincing leadership of soft drinks Local player pursues aggressive expansion plan

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WHAT'S NEXT?

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COMPETITIVE LANDSCAPE

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Innovation in flavours and with health benefits offers growth opportunities

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Potential for extreme weather conditions to further impact juice

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RTD Tea in Argentina

KEY DATA FINDINGS

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Niche category finds growth in wellness trends and digital channels

INDUSTRY PERFORMANCE

RTD tea sales remain limited in Argentina due to lack of a tea culture Reduced sugar shows promise in line with rising health trends

WHAT'S NEXT?

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Solid rebound for energy drinks driven by demand for functional beverages Health concerns drive strong growth of reduced sugar energy drinks

WHAT'S NEXT?

Future dynamic growth to be driven by an intense and dynamic marketplace
Flavour innovation will be key factor driving further expansion
Fortification and functionality of other soft drinks may become a major challenge

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rebound for sports drinks with health focus and evolving retail

INDUSTRY PERFORMANCE

Strong rebound for sports drinks driven by active consumers

Targeted hydration solutions focus on functionality

WHAT'S NEXT?

Rising interest in fitness and wellbeing can benefit sports drinks with better for you formulations

Affordability likely to remain a concern over early forecast period

Oral rehydration brands may create new consumption occasions

COMPETITIVE LANDSCAPE

Gatorade remains dominant brand with a clear flavour innovation strategy

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