



Euromonitor
International

Tea in Argentina

November 2025

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Tea in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improving performance with category benefiting from local production

INDUSTRY PERFORMANCE

Tea shows substantial rebound, driven by affordability and health awareness

Black tea rebounds due to affordability for budget-conscious consumers

WHAT'S NEXT?

Sales are set to increase, driven by both local and imported offerings

Specialists will enhance sales over the forecast period

Aligned with improving economic conditions, premium brands likely to gain ground

COMPETITIVE LANDSCAPE

Cafés La Virginia's leadership driven by diverse portfolio

Former leader continues to lose ground to Cafés La Virginia

Twinings benefits from easing of import barriers

CHANNELS

Supermarkets and hypermarkets dominate tea distribution with extensive networks

The growing penetration of retail e-commerce helps expand visibility

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Hot Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Mixed performance for hot drinks in Argentina

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Improving economic outlook but many consumers remain cautious with spending

Further price rises hinder stronger volume performance by some hot drinks

National drink yerba mate drives demand for other hot drinks

Coffee thrives in foodservice while still struggling via retail

WHAT'S NEXT?

Positive outlook in line with Argentina's improving economy

Rise in health-conscious attitudes and labelling laws to inform new product development

Further weather fluctuations likely to present several threats

COMPETITIVE LANDSCAPE

Nestlé Argentina retains lead of fairly consolidated competitive landscape

Local player records dynamic growth through marketing investment and retail expansion

CHANNELS

Wide network of supermarkets drives distribution but small local grocers still appeal

Convenience of e-commerce drives further share gain

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