



Euromonitor  
International

# Hot Drinks in Argentina

November 2025

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### 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

Foodservice vs retail split

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### SOURCES

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Coffee continues to be challenged by volatile weather but some formats thrive

#### INDUSTRY PERFORMANCE

Higher coffee prices due to impact of climate change result in further retail volume decline

Fresh coffee beans and pods thrive in difficult environment

#### WHAT'S NEXT?

Positive outlook but coffee will remain vulnerable to fluctuating weather conditions, necessitating adaptability by players

Specialist coffee shops will continue expanding, underpinning consumers' appreciation for premium offerings

#### COMPETITIVE LANDSCAPE

Nestlé Argentina retains convincing leadership of coffee

Juan Valdez's dynamic growth driven by expanding distribution strategy

#### CHANNELS

Supermarkets and hypermarkets dominate distribution of coffee

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[Tea in Argentina](#)

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#### 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  
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[Other Hot Drinks in Argentina](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Improved performance by other drinks due to several factors

#### INDUSTRY PERFORMANCE

Rebound of other hot drinks driven by yerba mate in 2025  
Cultural significance and health positioning support demand for yerba mate

#### WHAT'S NEXT?

Yerba mate's mature profile is expected to lose ground to coffee and tea  
Flavoured powder drinks to explore better-for-you offerings to address health trends

#### COMPETITIVE LANDSCAPE

Cooperativa Agrícola de la Colonia Leibig gains further share to gain leadership of other hot drinks  
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