



Euromonitor
International

Concentrates in Argentina

November 2025

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Concentrates in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Navigating economic shifts, value demand, and retail evolution

INDUSTRY PERFORMANCE

Ongoing declines for concentrates driven by mature powder format

Liquid concentrates benefits as consumers trade down from other soft drinks

WHAT'S NEXT?

Rebound for concentrates as pricing starts to stabilise

Private label set to strengthen position due to modern retail expansion

Innovation in flavours and with health benefits offers growth opportunities

COMPETITIVE LANDSCAPE

Mondelez retains lead of fairly fragmented landscape

Cepas Argentinas gains ground via its liquid concentrates portfolio

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Soft Drinks in Argentina - Industry Overview

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Navigating economic recovery, health trends, and evolving retail dynamics

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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

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