



Euromonitor
International

Health and Wellness in Argentina

July 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Hot drinks consumption sees a shift towards health and wellness products
- Natural and organic products on the up as consumers look for healthier and more sustainable options
- Consumers take the caffeine out of their hot drinks as stress levels rise

PROSPECTS AND OPPORTUNITIES

- Financial pressures will likely undermine growth but demand is expected to remain robust for health and wellness hot drinks
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KEY DATA FINDINGS

2023 DEVELOPMENTS

- 100% juice still seen as the healthiest option
- Sales of no sugar soft drinks on the rise as consumers become more health conscious
- Consumers increasingly looking for added functionality from their soft drinks

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Good source of vitamins a major winner as consumers look to improve their nutrition

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KEY DATA FINDINGS

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