



**Euromonitor
International**

Health and Wellness in Argentina

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EXECUTIVE SUMMARY

Labelling laws and economic pressures shape health and wellness trends in 2024

INDUSTRY PERFORMANCE

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Natural, gluten-free, fortified and functional products drive sales in Argentina

WHAT’S NEXT

Health and wellness claims are expected to grow through ongoing product reformulation and innovation

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HW Hot Drinks in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health labelling and reformulation continues despite economic pressures in Argentina

INDUSTRY PERFORMANCE

Economic challenges shape consumer choices amid rising health awareness in Argentina
The good source of vitamins claim supports the rise of organic and functional yerba mate
Growing awareness and regulation drive expansion of gluten free hot drinks in Argentina

WHAT’S NEXT

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HW Soft Drinks in Argentina

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The demand for health and wellness claims is driven by labelling laws and rising awareness

INDUSTRY PERFORMANCE

The labelling law accelerates demand for low sugar, low salt and fortified soft drinks in Argentina
No sugar and low-calorie innovations drive growth in soft drinks in Argentina
Low sugar reformulations respond to consumer demands for healthier options

WHAT'S NEXT

Fortified and functional soft drinks are set to benefit from rising health-conscious trends

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[HW Snacks in Argentina](#)

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INDUSTRY PERFORMANCE

Labelling laws have a minimal impact on indulgent snacks, but packaging adaptations affect availability

The celiac disease law drives expansion of gluten free claims in snacks in Argentina

Efforts to reduce salt intake gain momentum in Argentina amid persistent health risks

WHAT'S NEXT

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Low fat dairy is challenged as consumers perceive full-fat to be a stronger source of vitamins and minerals

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Natural positioned cooking ingredients and meals gain momentum as clean-label preferences strengthen

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HW Staple Foods in Argentina

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INDUSTRY PERFORMANCE

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