



# Energy Drinks in Argentina

November 2025

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## Energy Drinks in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Post-inflation rebound driven by reduced sugar options and digital reach

#### INDUSTRY PERFORMANCE

Solid rebound for energy drinks driven by demand for functional beverages

Health concerns drive strong growth of reduced sugar energy drinks

#### WHAT'S NEXT?

Future dynamic growth to be driven by an intense and dynamic marketplace

Flavour innovation will be key factor driving further expansion

Fortification and functionality of other soft drinks may become a major challenge

#### COMPETITIVE LANDSCAPE

Coca-Cola retains dominance of energy drinks with Monster

Red Bull regains strong growth momentum

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Small local grocers retains lead despite further pressure from modern channels

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Navigating economic recovery, health trends, and evolving retail dynamics

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

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

Local player pursues aggressive expansion plan

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