



Euromonitor  
International

# Dairy Products and Alternatives in Argentina

August 2025

Table of Contents

## Dairy Products and Alternatives in Argentina

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Argentina

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Recovery remains slow for all subcategories in 2025

Nutricia-Bagó SA remains the leading player with Nutrilon brand

Hypermarkets impacted by the end of Precios Justos

### PROSPECTS AND OPPORTUNITIES

Outlook will be driven by economic growth and birth rate decline

Doctors' recommendations will remain the main driver of milk formula

No clear migration from powder to liquid or vice versa

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2020-2025

Table 10 - Sales of Baby Food by Category: Value 2020-2025

Table 11 - Sales of Baby Food by Category: % Volume Growth 2020-2025

Table 12 - Sales of Baby Food by Category: % Value Growth 2020-2025

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2020-2025

Table 14 - NBO Company Shares of Baby Food: % Value 2021-2025

Table 15 - LBN Brand Shares of Baby Food: % Value 2022-2025

Table 16 - Distribution of Baby Food by Format: % Value 2020-2025

Table 17 - Forecast Sales of Baby Food by Category: Volume 2025-2030

Table 18 - Forecast Sales of Baby Food by Category: Value 2025-2030

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

## Butter and Spreads in Argentina

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Butter and spreads enjoy robust growth in 2025

Mastellone SA retains leadership and changes focus with smaller brands

Modern grocery retailers key channel for butter and spreads

## PROSPECTS AND OPPORTUNITIES

Economic recovery will drive sales of butter and spreads over the forecast period

Cooking fats set to suffer from lack of versatility and unhealthy profile

Reformulation of ingredients and cooking will be among priorities of brands

## CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2020-2025

Table 22 - Sales of Butter and Spreads by Category: Value 2020-2025

Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025

Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025

Table 25 - NBO Company Shares of Butter and Spreads: % Value 2021-2025

Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025

Table 27 - Distribution of Butter and Spreads by Format: % Value 2020-2025

Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030

Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030

Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

## Cheese in Argentina

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Slight recovery, but high prices discourage local consumers

Mastellone Hnos and Molino SA lead a fragmented category

Small local grocers dominates the distribution scene, but e-commerce sees growth

## PROSPECTS AND OPPORTUNITIES

Price stabilisation will help boost sales of cheese over the forecast period

Spreadable cheese's relatively healthy profile will propel its growth

Reformulations needed to counter unfavourable advice surrounding dairy products

## CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2020-2025

Table 33 - Sales of Cheese by Category: Value 2020-2025

Table 34 - Sales of Cheese by Category: % Volume Growth 2020-2025

Table 35 - Sales of Cheese by Category: % Value Growth 2020-2025

Table 36 - Sales of Spreadable Cheese by Type: % Value 2020-2025

Table 37 - Sales of Soft Cheese by Type: % Value 2020-2025

Table 38 - Sales of Hard Cheese by Type: % Value 2020-2025

Table 39 - NBO Company Shares of Cheese: % Value 2021-2025

Table 40 - LBN Brand Shares of Cheese: % Value 2022-2025

Table 41 - Distribution of Cheese by Format: % Value 2020-2025

Table 42 - Forecast Sales of Cheese by Category: Volume 2025-2030

Table 43 - Forecast Sales of Cheese by Category: Value 2025-2030

Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030

Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

## Drinking Milk Products in Argentina

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Recovery for drinking milk products in 2025

Mastellone Hnos leads to popularity of leading brand, La Serenísima

Small local grocers remains the leading distribution channel for drinking milk products

### PROSPECTS AND OPPORTUNITIES

Economic recovery will drive the category's expansion over the forecast period

Health and wellness trend set to drive demand for fat-free and semi-skimmed milk

Innovations will remain focused on healthier and lactose-free formulations and novel approaches to packaging

### CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2020-2025

Table 47 - Sales of Drinking Milk Products by Category: Value 2020-2025

Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025

Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2021-2025

Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2022-2025

Table 52 - Distribution of Drinking Milk Products by Format: % Value 2020-2025

Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030

Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2025-2030

Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030

Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

## Yoghurt and Sour Milk Products in Argentina

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Yoghurt and sour milk products enjoys robust volume recovery in 2025

Danone Argentina is the dominant player, with broad portfolio of trusted brands

Small local grocers remains the key distribution panel for yoghurts in Argentina

### PROSPECTS AND OPPORTUNITIES

Category expansion will be driven by economic growth

Plain yoghurt has solid growth potential in the years ahead

New formulations set to reposition yoghurt as a healthy dairy product

### CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025

Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025

Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025

Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025

Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025

Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025

Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025

Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025

Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030

Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030

Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030

Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Other Dairy in Argentina

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth for all subcategories in 2025 amid economic recovery

Mastellone Hnos leads but loses some share to Danone

Small local grocers continues to dominate the landscape

#### PROSPECTS AND OPPORTUNITIES

Home cooking trend and economic recovery will drive sales in the coming years

Lactose-free variants will be the most relevant health-related innovation in other dairy

Increased costs for chilled dairy desserts associated with black octagons

#### CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

## Plant-Based Dairy in Argentina

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Occasional plant-based food consumers disappear during economic downturns

Coca-Cola dominates plant-based dairy thanks to the strength of its Ades brand in soy drinks

Dieteticas remains a key player in plant-based dairy sales

#### PROSPECTS AND OPPORTUNITIES

Growth predicted, but plant-based nutrition will remain niche in Argentina

New labelling legislation could hamper sales

Developments from leading players bode well for modern grocery retailers

#### CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-argentina/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-argentina/report).