



Euromonitor
International

Cooking Ingredients and Meals in Argentina

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Cooking Ingredients and Meals in Argentina

EXECUTIVE SUMMARY

Slow economic recovery and price increases hinder demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price challenges and the global trade war

Healthy and wellness trends continue

Comfort on a limited budget

WHAT'S NEXT?

Positive ongoing growth, with stabilising prices leading to lower value sales, and volume supported by baseline demand

Companies will use innovations and new product launches to stand out from the crowd

Supermarkets and hypermarkets expected to recover

COMPETITIVE LANDSCAPE

Unilever holds the lead, with local player Arcor in second overall place

Company growth linked to category performance

CHANNELS

Small local grocers continue to benefit from proximity

All distribution channels see positive growth

Could wholesalers be the next big thing thanks to meeting wider consumer demands?

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Edible Oils in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust value sales and steady volume growth for edible oils

INDUSTRY PERFORMANCE

Edible oils sees an overall positive performance

Sunflower oil shows the strongest value and volume growth

WHAT'S NEXT?

A positive outlook for edible oils and modern retailers
Olive oil will continue to benefit from its healthy image
No major innovations expected over the forecast period

COMPETITIVE LANDSCAPE

Molino Cañuelas SA takes the lead in edible oils
Private label sees the strongest growth

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Small local grocers maintain popularity as the leading distribution channel
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[Meals and Soups in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for meals and soups

INDUSTRY PERFORMANCE

Value sales stabilise while volume recovers in both retail and foodservice
Frozen pizza shows significant value growth, while volume sales of ready meals return to positive figures

WHAT'S NEXT?

Positive sales ahead for ready meals, while soups will continue to struggle in volume terms
Health-related concerns will continue to restrict sales of soups
El Noble will continue to lead frozen ready meals

COMPETITIVE LANDSCAPE

Unilever holds strong lead in meals and soups
Sibarita brand sees strongest growth midst acquisition process

CHANNELS

Small local grocers benefit from proximity, while supermarkets and hypermarkets benefit from large freezer sections
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[Sauces, Dips and Condiments in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for sauces, dips and condiments

INDUSTRY PERFORMANCE

Overall positive performance attributed to versatile nature of category

Sauces shows the best performance, thanks to offering a wide range of popular options for different needs

WHAT'S NEXT?

Positive sales will continue, as value sales stabilise and volume is supported by baseline demand

Home cooking trends will help to support sales

Spicy flavours will be among the main innovations

COMPETITIVE LANDSCAPE

Unilever maintains lead thanks to ongoing success of Hellmann's and Knorr brands

Brands see growth due to positive performance of the category

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Small local grocers benefit from proximity

Distribution channels benefit from discontinuation of the Precios Justos programme

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Sweet Spreads in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for sweet spreads

INDUSTRY PERFORMANCE

Sweet spreads benefit from being perceived as affordable indulgence

Nut and seed based spreads see robust sales in both value and volume terms

WHAT'S NEXT?

Sweet spreads will continue to enjoy a positive performance

High sugar content in sweet spreads not expected to significantly hamper growth

New innovations expected in sweet spreads over the forecast period

COMPETITIVE LANDSCAPE

Arcor SAIC maintains strong lead thanks to robust brand portfolio

Carrefour's significant company growth demonstrates the strength of private label

CHANNELS

Sweet spreads see a balance across traditional and modern channels

Distribution channels benefit from discontinuation of the Precios Justos programme

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