



# HW Hot Drinks in Argentina

December 2025

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## HW Hot Drinks in Argentina - Category analysis

### 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

Organic, lactose-free, and vegetarian hot drinks are set to drive growth in Argentina

Good source of vitamins will continue to drive sales as awareness of nutrition and labelling grows

Gluten-free hot drinks is set to gain momentum as demand grows beyond niche consumers

#### CATEGORY DATA

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##### Health and Wellness in Argentina - Industry Overview

#### EXECUTIVE SUMMARY

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

#### INDUSTRY PERFORMANCE

Argentina's front-of-pack labelling law drives product reformulation and innovation

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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