



HW Soft Drinks in Argentina

December 2025

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HW Soft Drinks in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Rising demand for no sugar soft drinks is expected to be driven by the labelling law and health awareness

Low sugar claims are set to strengthen in carbonates amid rising competition from sports and energy drinks

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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