



HW Snacks in Argentina

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

New labelling law aims to promote sales of healthier snacks
Gluten free particularly prominent within health and wellness snacks in 2023
Salt off the menu as consumers look for healthier snacking options in 2023

PROSPECTS AND OPPORTUNITIES

Sweet biscuits to remain a source of opportunity for health and wellness
Strong performances slated for gluten free, vegan and plant-based products
Better for you claims should continue to benefit from new labelling laws

CATEGORY DATA

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Health and Wellness in Argentina - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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