



Euromonitor
International

HW Snacks in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New regulations and shifting health priorities accelerate reformulation and innovation

INDUSTRY PERFORMANCE

Labelling laws have a minimal impact on indulgent snacks, but packaging adaptations affect availability
The celiac disease law drives expansion of gluten free claims in snacks in Argentina
Efforts to reduce salt intake gain momentum in Argentina amid persistent health risks

WHAT'S NEXT

Evolving consumer habits and regulations are set to drive innovation in snacks in Argentina
Expansion beyond a niche audience and increasing availability is set support sales of gluten free snacks
Growing visibility of the no salt claim is set to drive wider adoption across snacks

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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