



# HW Dairy Products and Alternatives in Argentina

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales shaped by price concerns and labelling legislation

INDUSTRY PERFORMANCE

Health-driven innovation and economic pressures influence health and wellness dairy products and alternatives  
Good source of vitamins emerges as the leading health claim in dairy products and alternatives in 2024  
Low fat dairy is challenged as consumers perceive full-fat to be a stronger source of vitamins and minerals

WHAT'S NEXT

Free-from lactose and plant-based products are expected to drive growth as player expand their portfolios  
Good source of vitamins is expected to record moderate growth as focus shifts to emerging health and wellness claims  
Low fat dairy products are expected to rebound as health trends and purchasing power improve

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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