



**Euromonitor
International**

HW Cooking Ingredients and Meals in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness product innovation is driven by growing consumer awareness and labelling legislation

INDUSTRY PERFORMANCE

Health-focused innovation persists in Argentina despite inflationary pressures and weakened purchasing power
Gluten-free innovation accelerates as availability expands and consumer awareness rises in Argentina
Natural positioned cooking ingredients and meals gain momentum as clean-label preferences strengthen

WHAT'S NEXT

Economic recovery and rising plant-based demand is set to drive growth in health and wellness cooking ingredients and meals
Growing health concerns and retailer investments are set to accelerate demand for gluten-free claims
Natural claims are set for growth amid rising focus on health and wellness trends and economic recovery

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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