



# HW Staple Foods in Argentina

December 2025

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## HW Staple Foods in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Regulatory changes and shifting consumer priorities drive reformulation across staple foods

#### INDUSTRY PERFORMANCE

Food labelling law and economic pressures reshape health and wellness options in staple foods

Rising demand and expanded offerings support growth for gluten free staples

The natural claim faces challenges amid import constraints to Argentina

#### WHAT'S NEXT

The labelling law is set to drive ongoing reformulation, especially in processed fruits and vegetables

Health-focused reformulation and the expansions of the gluten free claim

The natural claim will begin to recover as economic conditions 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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