



# Passport

## Alcoholic Drinks in Argentina

Euromonitor International

July 2022

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# ALCOHOLIC DRINKS IN ARGENTINA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

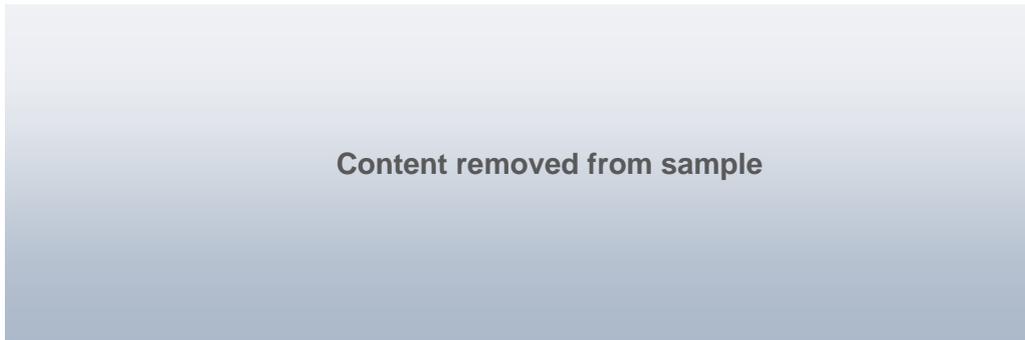
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2021 key trends

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Competitive landscape

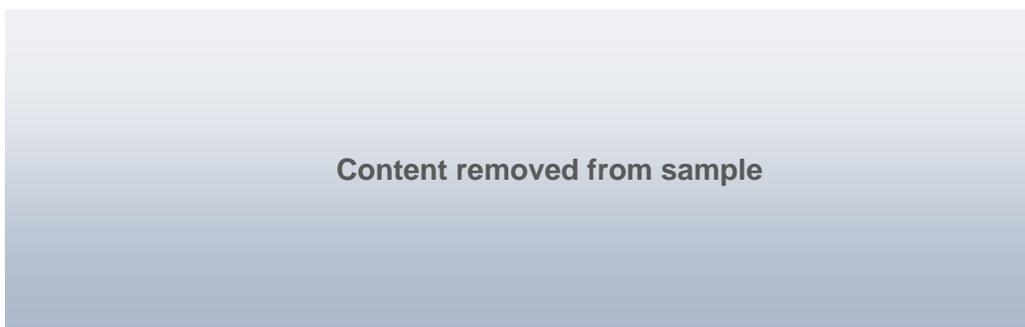
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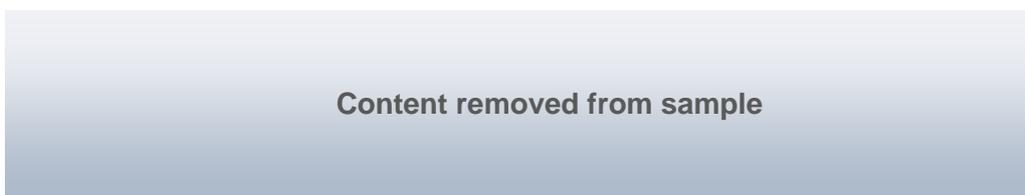
### Retailing developments



### On-trade vs off-trade split



### What next for alcoholic drinks?



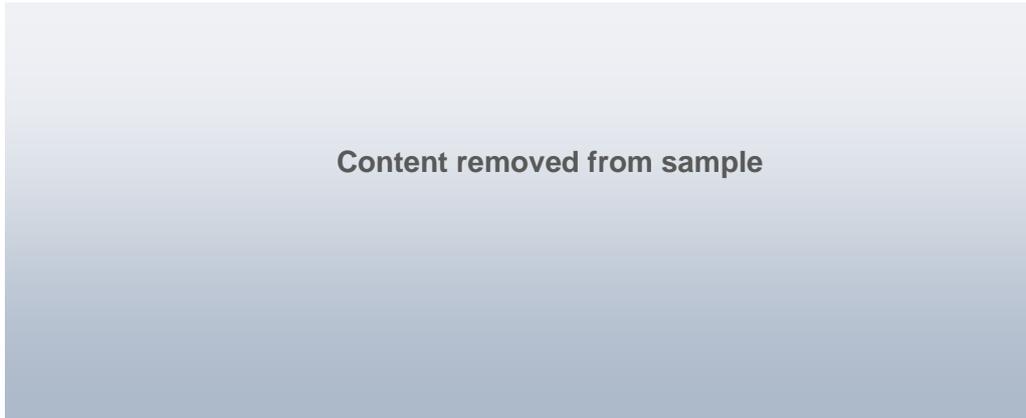
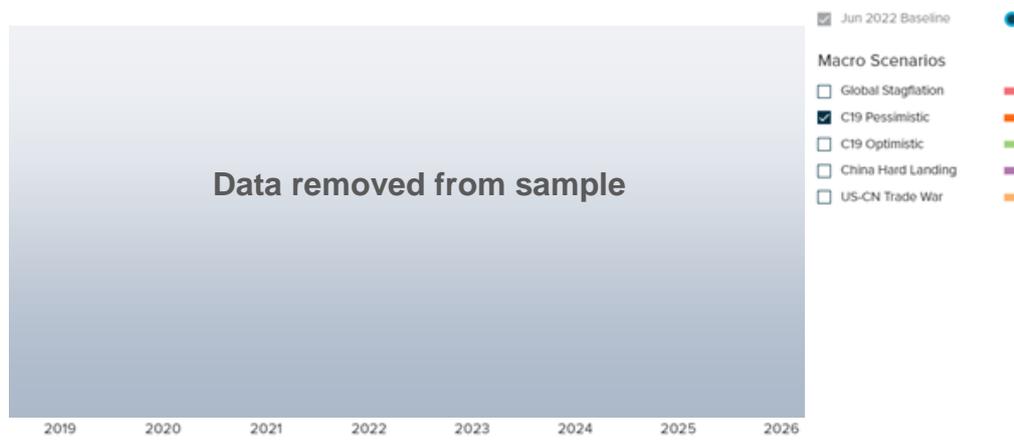
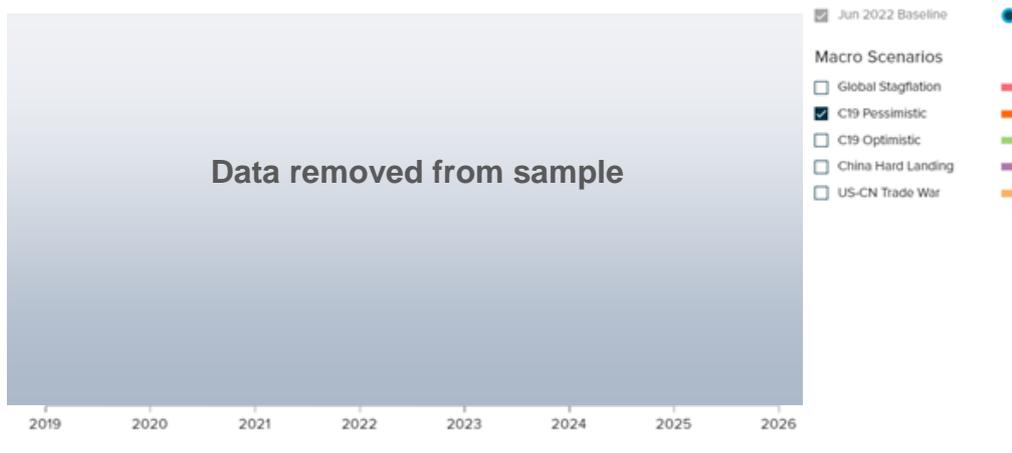


Chart 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026



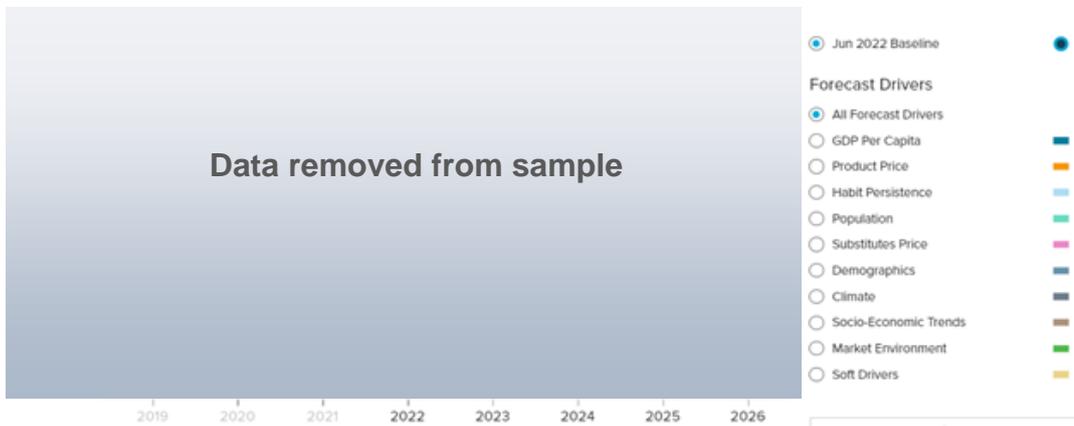
Source: Euromonitor International

Chart 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026



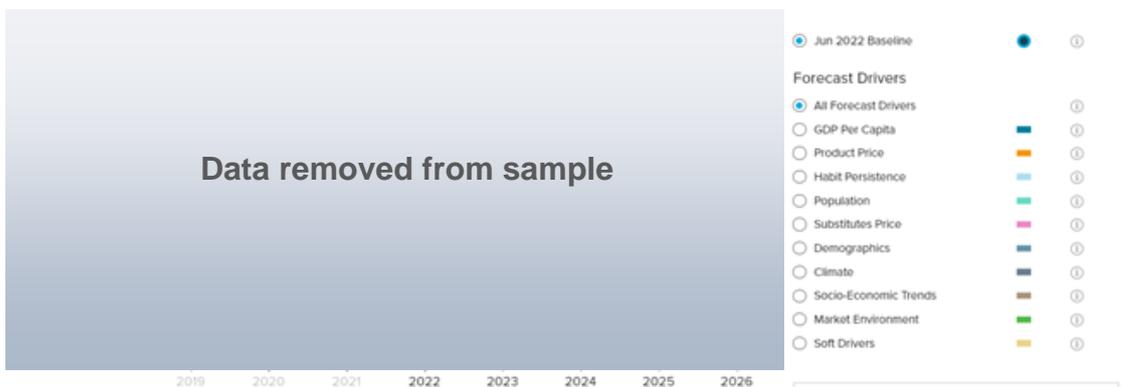
Source: Euromonitor International

Chart 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026



Source: Euromonitor International

Chart 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

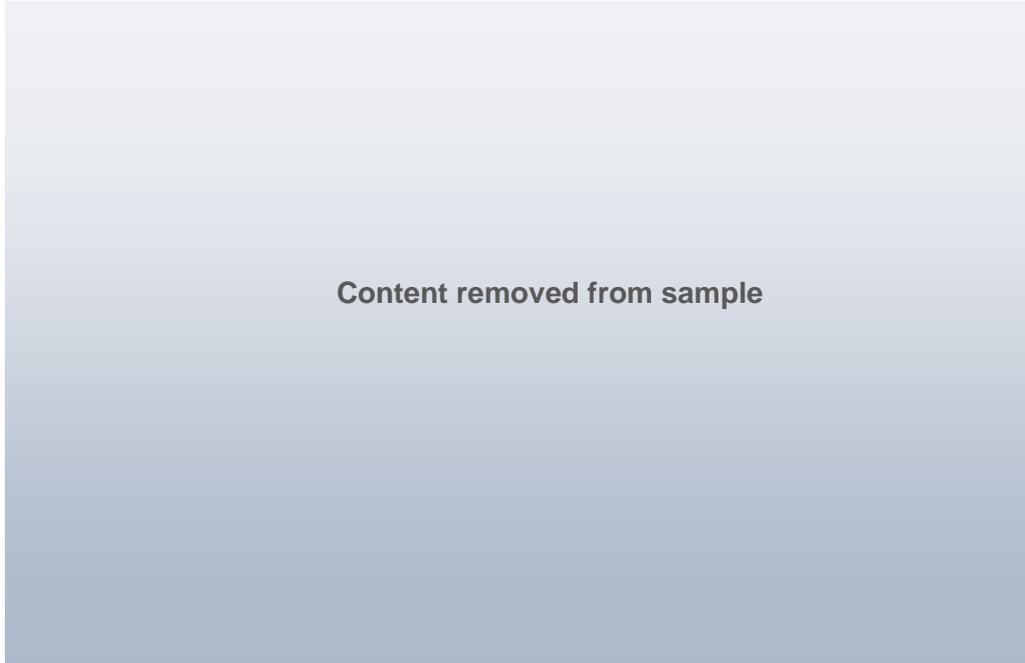


Source: Euromonitor International

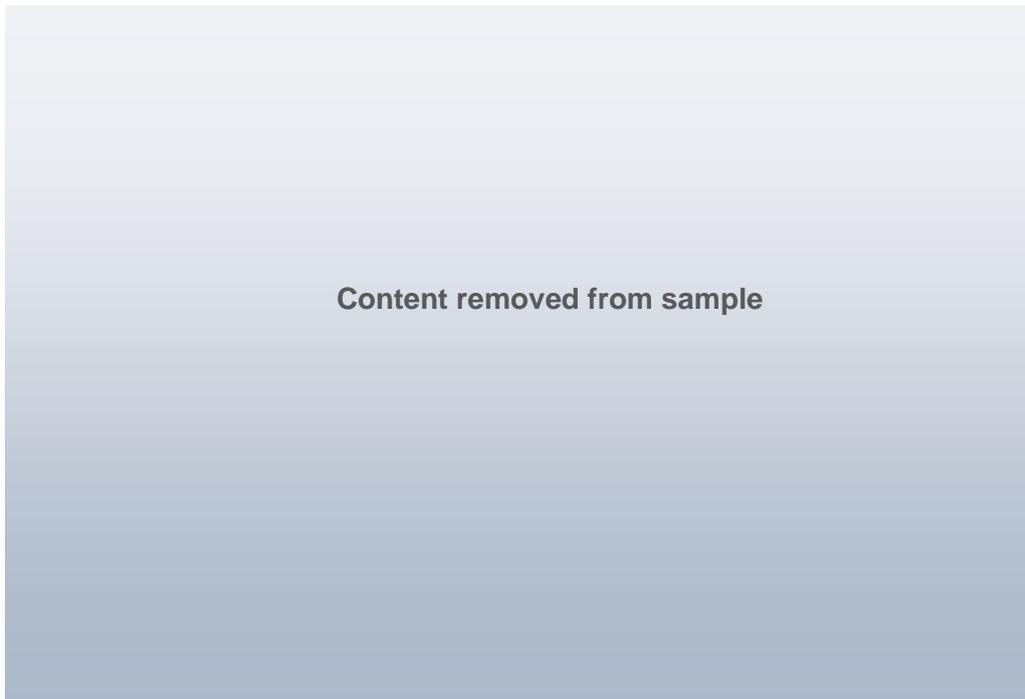
## MARKET BACKGROUND

### Legislation

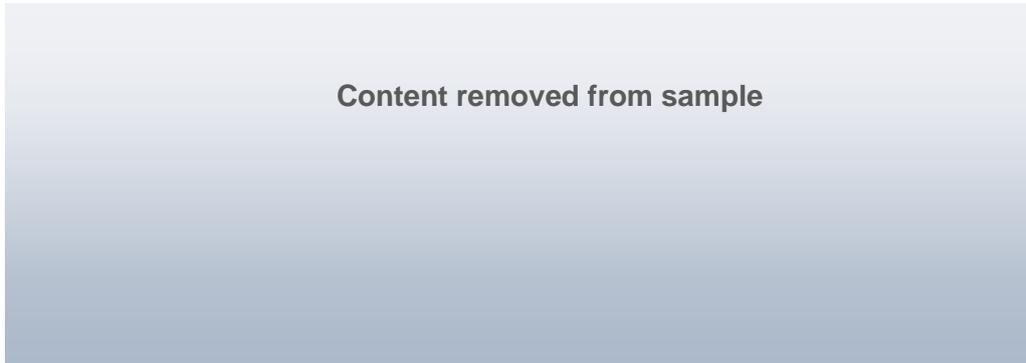
#### Legal purchasing age and legal drinking age



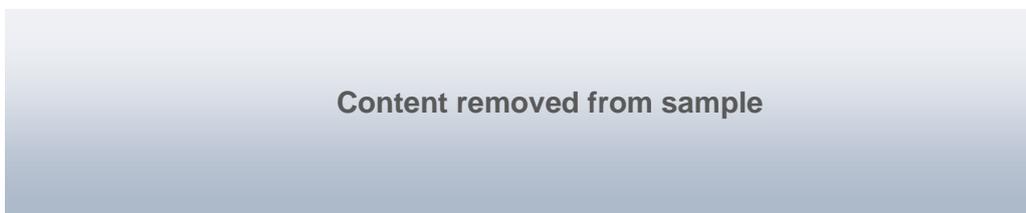
#### Drink driving



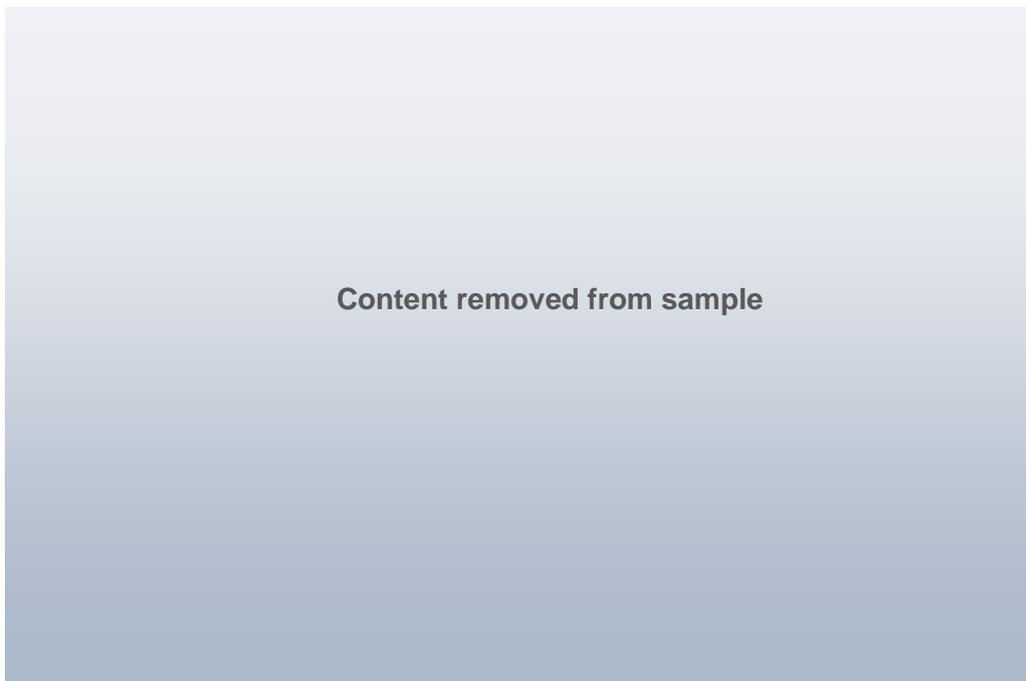
Advertising



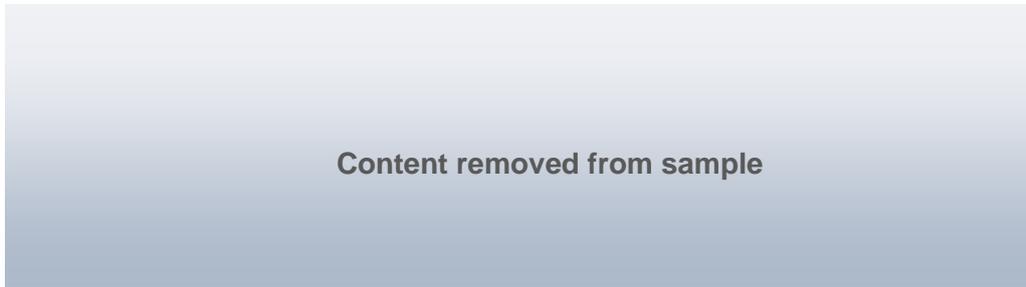
Smoking ban



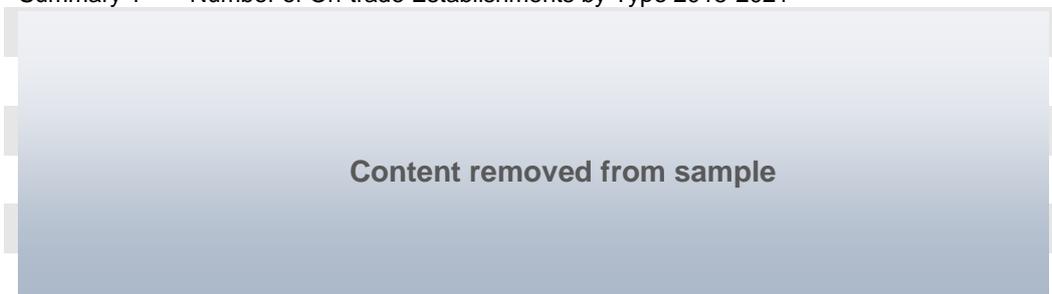
Opening hours



On-trade establishments

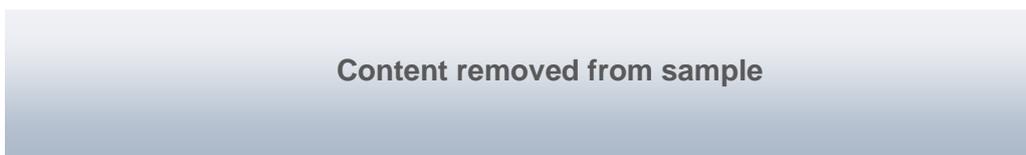


Summary 1 Number of On-trade Establishments by Type 2015-2021

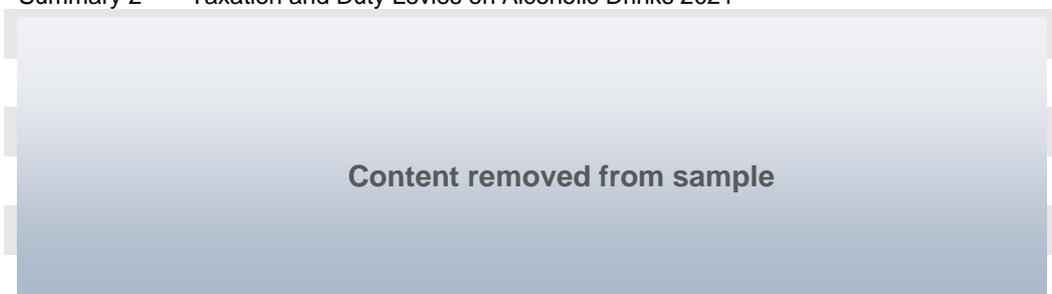


Source: Euromonitor International

TAXATION AND DUTY LEVIES



Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

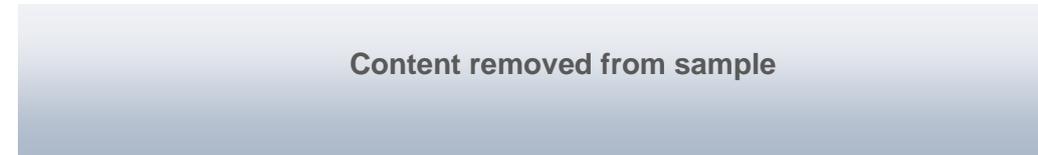




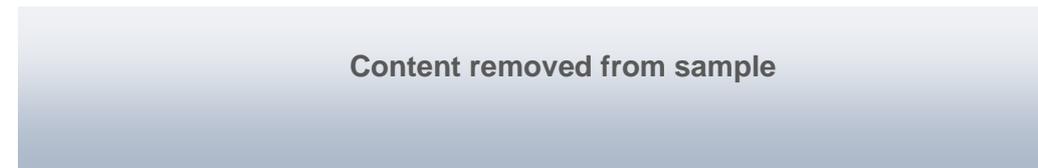
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## OPERATING ENVIRONMENT

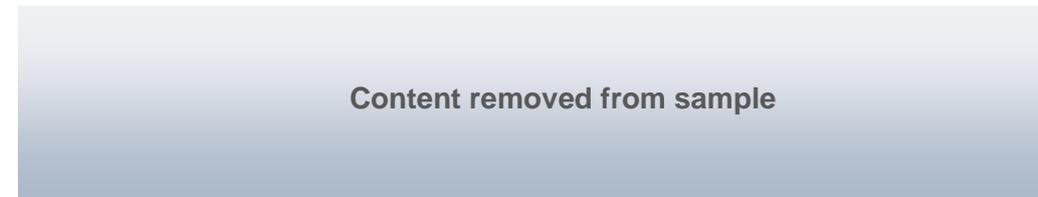
### Contraband/parallel trade



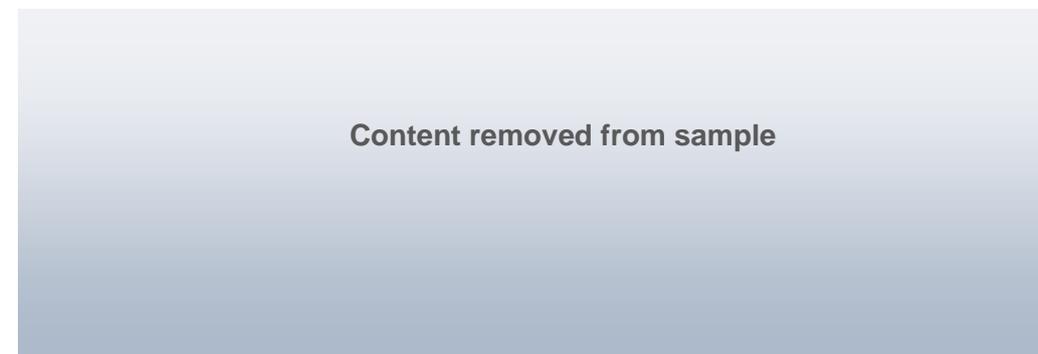
### Duty free



### Cross-border/private imports



## KEY NEW PRODUCT LAUNCHES



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## MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
Total	<b>Data removed from sample</b>					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: 2021 data is forecast

## MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

	2016	2017	2018	2019	2020	2021
Beer (million litres)	<b>Data removed from sample</b>					
Cider/Perry ('000 litres)						
RTDs ('000 litres)						
Spirits ('000 litres)						
Wine (million litres)						
Alcoholic Drinks (million litres)						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Sales of Alcoholic Drinks by Category: Total Value 2016-2021**

ARS million	2016	2017	2018	2019	2020	2021
Beer	<b>Data removed from sample</b>					
Cider/Perry						
RTDs						
Spirits						
Wine						
Alcoholic Drinks						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021**

% total volume growth	2020/21	2016-21 CAGR	2016/21 Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021**

% local currency, current value growth	2020/21	2016-21 CAGR	2016/21 Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

	Off-trade	On-trade	Total
Beer (million litres)	<b>Data removed from sample</b>		
Cider/Perry ('000 litres)			
RTDs ('000 litres)			
Spirits ('000 litres)			
Wine (million litres)			
Alcoholic Drinks (million litres)			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

ARS million	Off-trade	On-trade	Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

% volume analysis	Off-trade	On-trade	Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

% value analysis	Off-trade	On-trade	Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 10** GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 11** Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

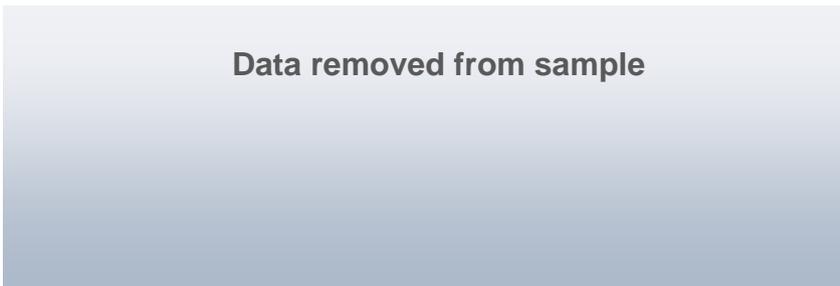
% off-trade	2016	2017	2018	2019	2020	2021
-------------	------	------	------	------	------	------

Store-Based Retailing

- Grocery Retailers
  - Modern Grocery Retailers
  - Convenience Stores
  - Discounters
  - Forecourt Retailers
  - Hypermarkets
  - Supermarkets
  - Traditional Grocery Retailers
  - Food/drink/tobacco specialists
  - Independent Small Grocers
  - Other Grocery Retailers
- Non-Grocery Specialists
  - Drugstores/parapharmacies
  - Other Non-Grocery Alcoholic Drinks Specialists

**Data removed from sample**

- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 12** Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

% off-trade

	Beer	Cider/Perry	RTDs	Spirits	Wine
Store-Based Retailing	Data removed from sample				
- Grocery Retailers					
-- Modern Grocery Retailers					
--- Convenience Stores					
--- Discounters					
--- Forecourt Retailers					
--- Hypermarkets					
--- Supermarkets					
-- Traditional Grocery Retailers					
--- Food/drink/tobacco specialists					
--- Independent Small Grocers					
--- Other Grocery Retailers					
- Non-Grocery Specialists					
-- Drugstores/parapharmacies					
-- Other Non-Grocery Alcoholic Drinks Specialists					
- Mixed Retailers					
-- Department Stores					
-- Mass Merchandisers					
-- Variety Stores					
-- Warehouse Clubs					
Non-Store Retailing					
- Direct Selling					
- Homeshopping					
- E-Commerce					
- Vending					
Total					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13** Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Million litres	2021	2022	2023	2024	2025	2026
Beer	<b>Data removed from sample</b>					
Cider/Perry						
RTDs						
Spirits						
Wine						
Alcoholic Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 14** Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

ARS million	2021	2022	2023	2024	2025	2026
Beer	<b>Data removed from sample</b>					
Cider/Perry						
RTDs						
Spirits						
Wine						
Alcoholic Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade

**Table 15** Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

% total volume growth	2021/22	2021-26 CAGR	2021/26 Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade

**Table 16** Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

% local currency, constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Beer	<b>Data removed from sample</b>		
Cider/Perry			
RTDs			
Spirits			

Wine  
Alcoholic Drinks

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade

## DISCLAIMER

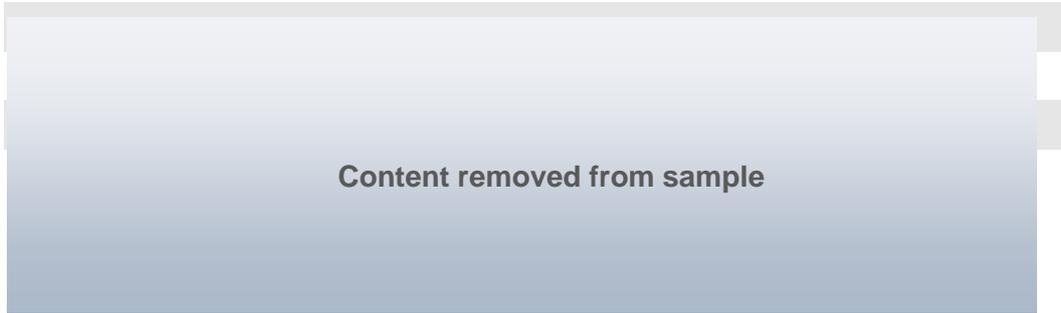
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## SOURCES

Sources used during the research included the following:

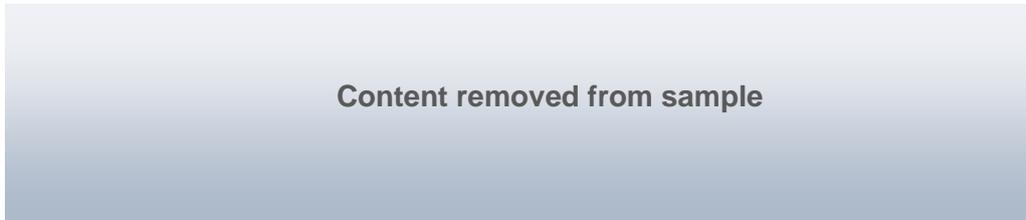
Summary 3    Research Sources

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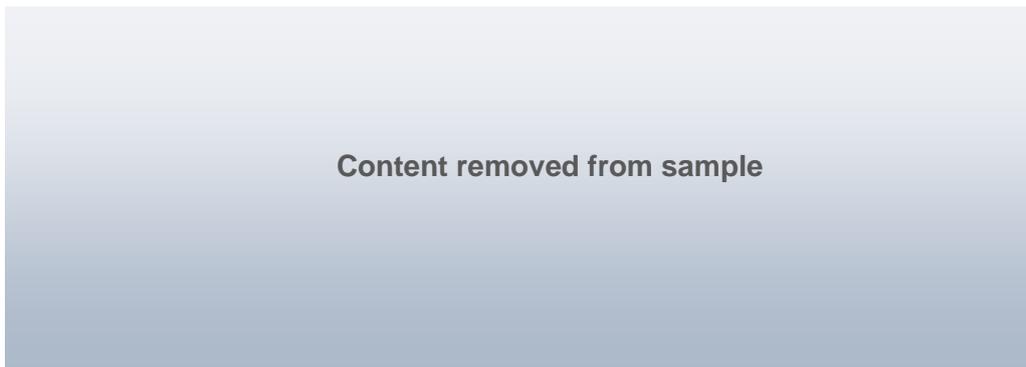
# BEER IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

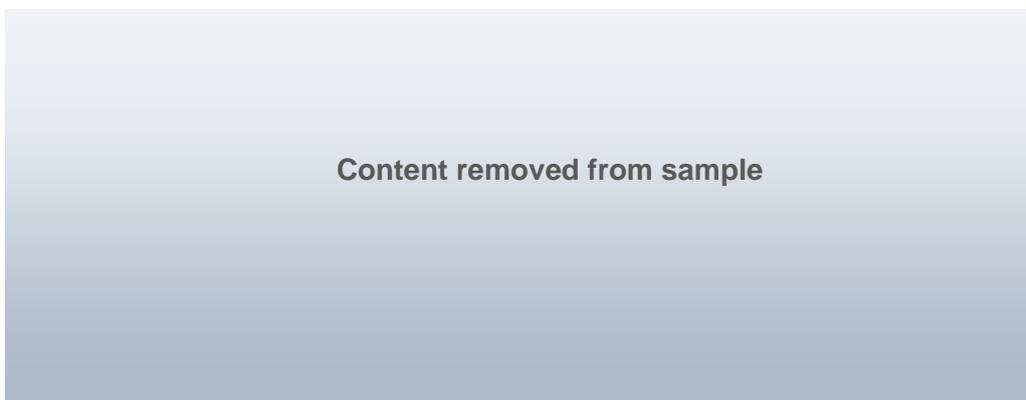


## 2021 DEVELOPMENTS

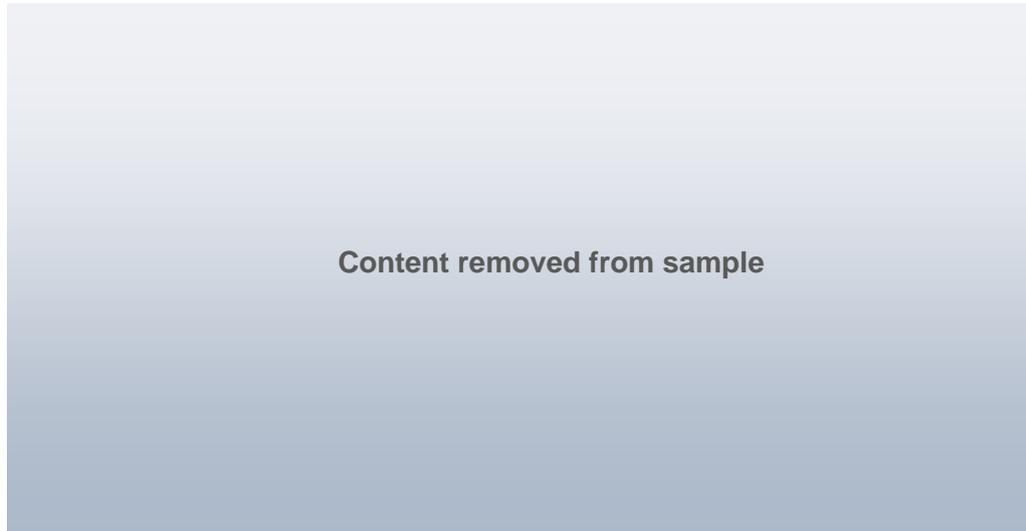
Beer wins the competition with still wines in 2021



New product development fuels further growth

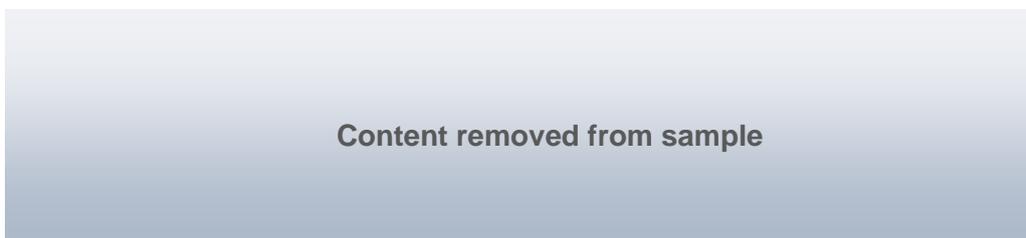


### Packaging innovation increases new beer occasions

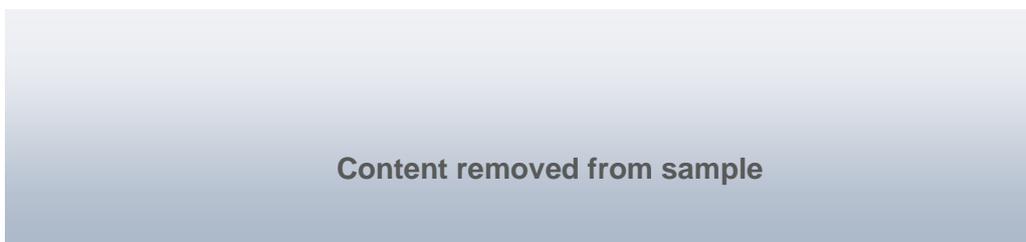


## PROSPECTS AND OPPORTUNITIES

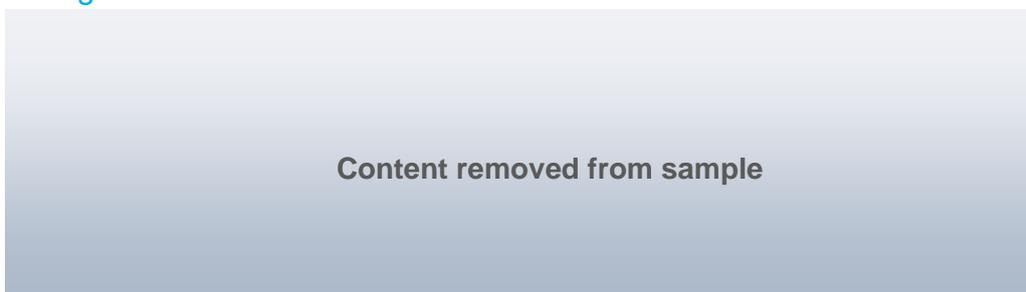
### Third wave of COVID-19 may slow down on-trade's rebound



### Economic instability may encourage "smart affordability"



### Cerveceria Y Maltería Quilmes' diversification outside beer may strengthen Cía Cervecerías Unidas' market share



## CATEGORY BACKGROUND

### Lager price band methodology

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#### Summary 4 Lager by Price Band 2021

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Price bands for lager are based primarily on price, but positioning and packaging are other factors that are considered in classification

#### Table 17 Number of Breweries 2016-2021

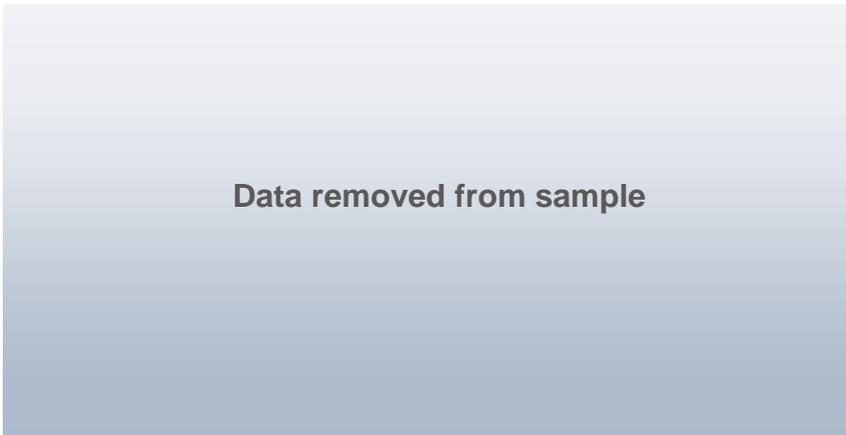
	2016	2017	2018	2019	2020	2021
Big companies	Data removed from sample					
Artisanal breweries						
Source: Euromonitor International						

## CATEGORY DATA

#### Table 18 Sales of Beer by Category: Total Volume 2016-2021

million litres	2016	2017	2018	2019	2020	2021
Dark Beer	Data removed from sample					
- Ale						
- Sorghum						
- Weissbier/Weizen/ Wheat Beer						
Lager						
- Flavoured/Mixed Lager						
- Standard Lager						
-- Premium Lager						
--- Domestic Premium Lager						
--- Imported Premium						

- Lager
- Mid-Priced Lager
- Domestic Mid-Priced Lager
- Imported Mid-Priced Lager
- Economy Lager
- Domestic Economy Lager
- Imported Economy Lager
- Non/Low Alcohol Beer
- Low Alcohol Beer
- Non Alcoholic Beer
- Stout
- Beer



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19 Sales of Beer by Category: Total Value 2016-2021**

ARS million

2016 2017 2018 2019 2020 2021

- Dark Beer
- Ale
- Sorghum
- Weissbier/Weizen/Wheat Beer
- Lager
- Flavoured/Mixed Lager
- Standard Lager
- Premium Lager
- Domestic Premium Lager
- Imported Premium Lager
- Mid-Priced Lager
- Domestic Mid-Priced Lager
- Imported Mid-Priced Lager
- Economy Lager
- Domestic Economy Lager
- Imported Economy Lager
- Non/Low Alcohol Beer
- Low Alcohol Beer
- Non Alcoholic Beer
- Stout
- Beer



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 20 Sales of Beer by Category: % Total Volume Growth 2016-2021**

% total volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Dark Beer			
- Ale			
- Sorghum			
- Weissbier/Weizen/Wheat Beer			
Lager			
- Flavoured/Mixed Lager			
- Standard Lager			
-- Premium Lager			
--- Domestic Premium Lager			
--- Imported Premium Lager			
-- Mid-Priced Lager			
--- Domestic Mid-Priced Lager			
--- Imported Mid-Priced Lager			
-- Economy Lager			
--- Domestic Economy Lager			
--- Imported Economy Lager			
Non/Low Alcohol Beer			
- Low Alcohol Beer			
- Non Alcoholic Beer			
Stout			
Beer			

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 21 Sales of Beer by Category: % Total Value Growth 2016-2021**

% local currency, current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Dark Beer			
- Ale			
- Sorghum			
- Weissbier/Weizen/Wheat Beer			
Lager			
- Flavoured/Mixed Lager			
- Standard Lager			
-- Premium Lager			
--- Domestic Premium Lager			
--- Imported Premium Lager			
-- Mid-Priced Lager			
--- Domestic Mid-Priced Lager			
--- Imported Mid-Priced Lager			
-- Economy Lager			
--- Domestic Economy Lager			
--- Imported Economy Lager			
Non/Low Alcohol Beer			
- Low Alcohol Beer			
- Non Alcoholic Beer			
Stout			
Beer			

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

million litres

	2016	2017	2018	2019	2020	2021
Off-trade	Data removed from sample					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
Off-trade	Data removed from sample					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	Data removed from sample		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	Data removed from sample		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Sales of Beer by Craft vs Standard 2016-2021

% total volume

	2016	2017	2018	2019	2020	2021
Craft	Data removed from sample					
Non-Craft						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 27 GBO Company Shares of Beer: % Total Volume 2017-2021**

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 28 NBO Company Shares of Beer: % Total Volume 2017-2021**

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 29 LBN Brand Shares of Beer: % Total Volume 2018-2021**

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
---	---------	------	------	------	------

**Data removed from sample**



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 30 Forecast Sales of Beer by Category: Total Volume 2021-2026**

million litres

	2021	2022	2023	2024	2025	2026
Dark Beer	<b>Data removed from sample</b>					
- Ale						
- Sorghum						
- Weissbier/Weizen/ Wheat Beer						
Lager						
- Flavoured/Mixed Lager						
- Standard Lager						
-- Premium Lager						
--- Domestic Premium Lager						
--- Imported Premium Lager						
-- Mid-Priced Lager						
--- Domestic Mid-Priced Lager						
--- Imported Mid-Priced Lager						
-- Economy Lager						
--- Domestic Economy Lager						
--- Imported Economy Lager						
Non/Low Alcohol Beer						
- Low Alcohol Beer						
- Non Alcoholic Beer						
Stout						
Beer						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 31 Forecast Sales of Beer by Category: Total Value 2021-2026

ARS million	2021	2022	2023	2024	2025	2026
Dark Beer	Data removed from sample					
- Ale						
- Sorghum						
- Weissbier/Weizen/ Wheat Beer						
Lager						
- Flavoured/Mixed Lager						
- Standard Lager						
-- Premium Lager						
--- Domestic Premium Lager						
--- Imported Premium Lager						
-- Mid-Priced Lager						
--- Domestic Mid-Priced Lager						
--- Imported Mid-Priced Lager						
-- Economy Lager						
--- Domestic Economy Lager						
--- Imported Economy Lager						
Non/Low Alcohol Beer						
- Low Alcohol Beer						
- Non Alcoholic Beer						
Stout						
Beer						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 32 Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

% total volume growth	2021/22	2021-26 CAGR	2021/26 Total
Dark Beer	Data removed from sample		
- Ale			
- Sorghum			
- Weissbier/Weizen/Wheat Beer			
Lager			
- Flavoured/Mixed Lager			
- Standard Lager			
-- Premium Lager			
--- Domestic Premium Lager			
--- Imported Premium Lager			
-- Mid-Priced Lager			
--- Domestic Mid-Priced Lager			
--- Imported Mid-Priced Lager			
-- Economy Lager			
--- Domestic Economy Lager			

- Imported Economy Lager
- Non/Low Alcohol Beer
- Low Alcohol Beer
- Non Alcoholic Beer
- Stout
- Beer

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 33 Forecast Sales of Beer by Category: % Total Value Growth 2021-2026**

% local currency, constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Dark Beer			
- Ale			
- Sorghum			
- Weissbier/Weizen/Wheat Beer			
Lager			
- Flavoured/Mixed Lager			
- Standard Lager			
-- Premium Lager			
--- Domestic Premium Lager			
--- Imported Premium Lager			
-- Mid-Priced Lager			
--- Domestic Mid-Priced Lager			
--- Imported Mid-Priced Lager			
-- Economy Lager			
--- Domestic Economy Lager			
--- Imported Economy Lager			
Non/Low Alcohol Beer			
- Low Alcohol Beer			
- Non Alcoholic Beer			
Stout			
Beer			

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# CIDER/PERRY IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2021 DEVELOPMENTS

Alliance between Bodegas Cuvillier and Cerveceria Y Maltería Quilmes improves cider penetration at A national level

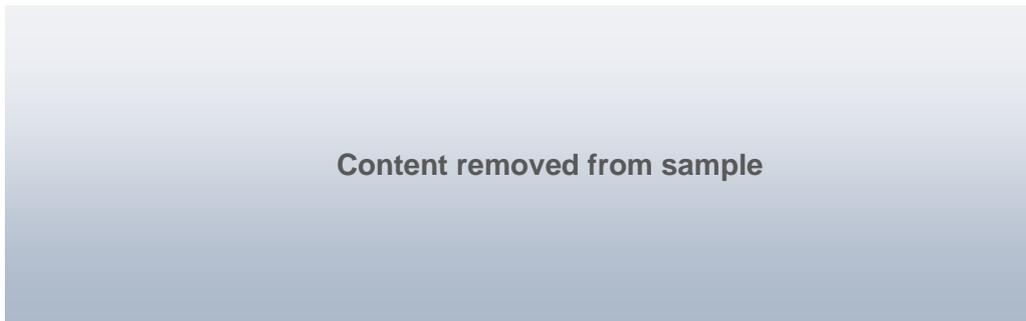
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Cider sales concentrated in fewer hands

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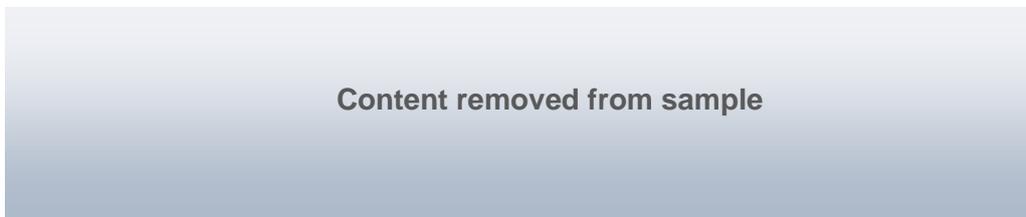
Premium cider offerings continue to succeed

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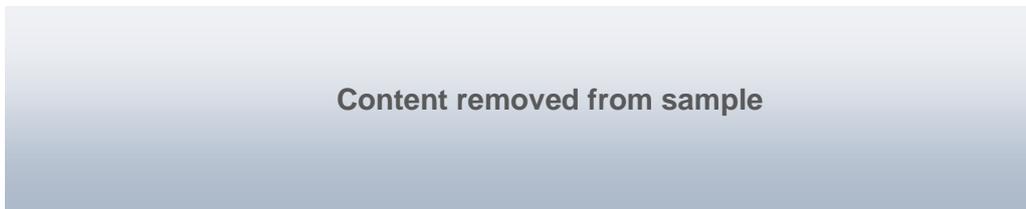


## PROSPECTS AND OPPORTUNITIES

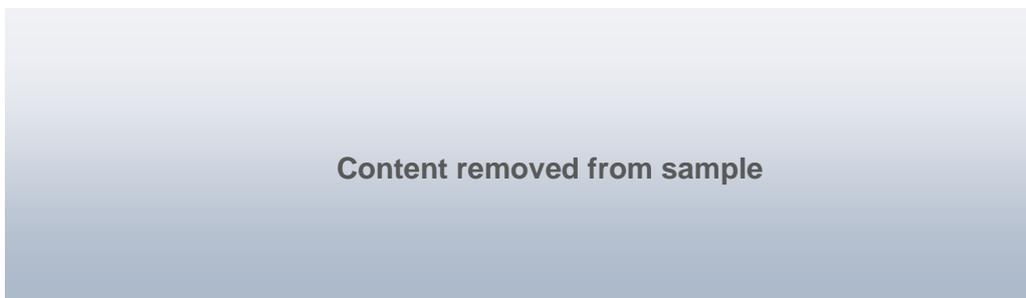
Cider consumption is expected to grow at A faster rate



Premium offerings: good opportunity to de-seasonalise cider



Craft cider offerings will rebound



## CATEGORY DATA

**Table 34 Sales of Cider/Perry: Total Volume 2016-2021**

'000 litres	2016	2017	2018	2019	2020	2021
Cider/Perry	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 35 Sales of Cider/Perry: Total Value 2016-2021**

ARS million	2016	2017	2018	2019	2020	2021
Cider/Perry	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 36 Sales of Cider/Perry: % Total Volume Growth 2016-2021**

% total volume growth	2020/21	2016-21 CAGR	2016/21 Total
Cider/Perry	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 37 Sales of Cider/Perry: % Total Value Growth 2016-2021**

% local currency, current value growth	2020/21	2016-21 CAGR	2016/21 Total
Cider/Perry	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 38 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021**

'000 litres	2016	2017	2018	2019	2020	2021
Off-trade	Data removed from sample					
On-trade	Data removed from sample					
Total	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 39 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021**

ARS million

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 40 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021**

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	<b>Data removed from sample</b>		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 41 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021**

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	<b>Data removed from sample</b>		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 42 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021**

% total volume

Company	2017	2018	2019	2020	2021
	<b>Data removed from sample</b>				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 43 NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 44 LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
---	---------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 45 Forecast Sales of Cider/Perry: Total Volume 2021-2026

'000 litres	2021	2022	2023	2024	2025	2026
Cider/Perry	<b>Data removed from sample</b>					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 46 Forecast Sales of Cider/Perry: Total Value 2021-2026**

ARS million

	2021	2022	2023	2024	2025	2026
Cider/Perry	<b>Data removed from sample</b>					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 47 Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026**

% total volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Cider/Perry	<b>Data removed from sample</b>		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 48 Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026**

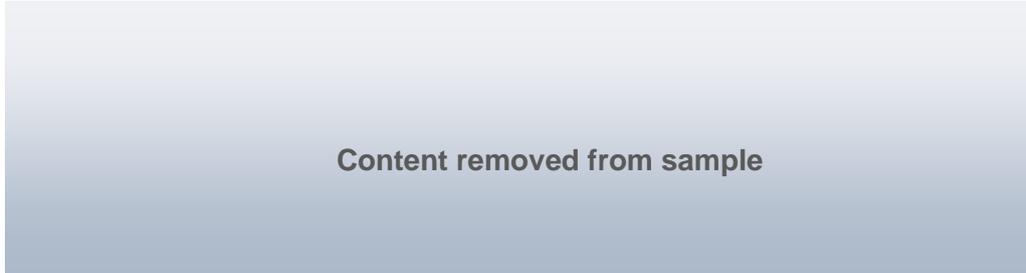
% local currency, constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Cider/Perry	<b>Data removed from sample</b>		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

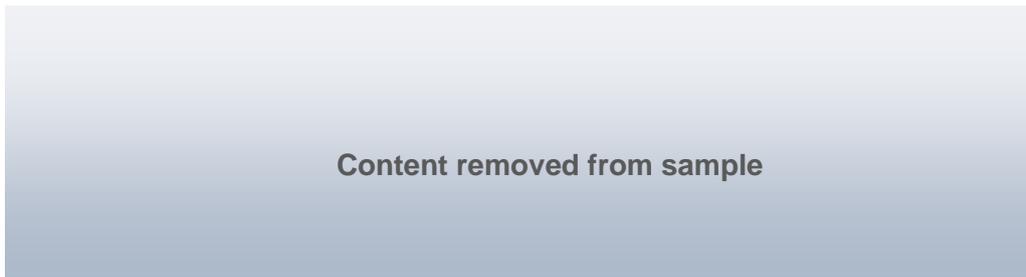
# RTDS IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

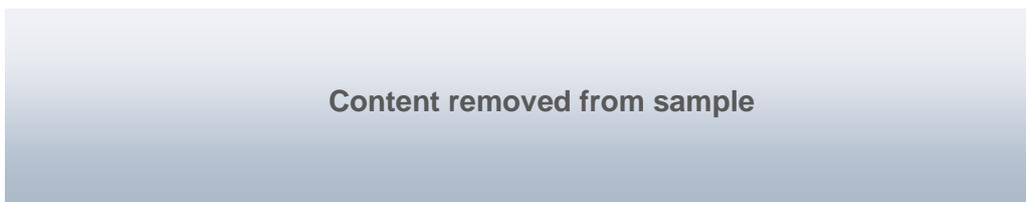


## 2021 DEVELOPMENTS

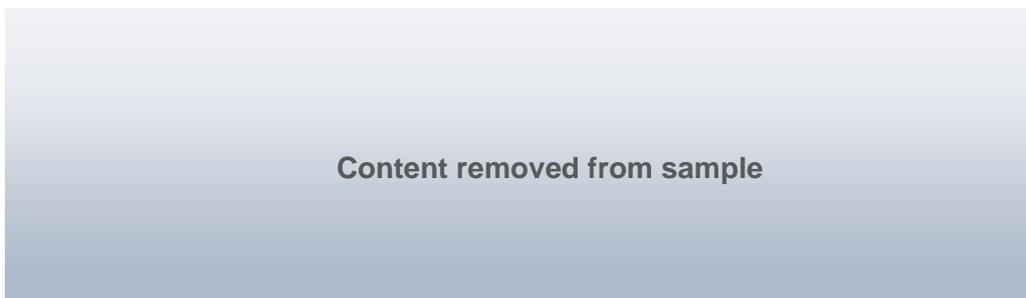
Hard seltzers first steps in Argentina



Cepas Argentinas invests with the launch of Bacardi RTDs

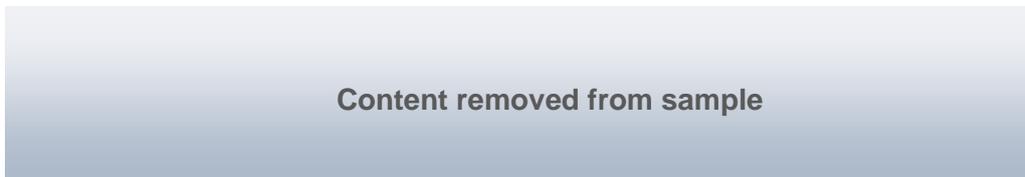


Grupo Peñaflores gives fight with Smirnoff Ice and new versions of Frizzé

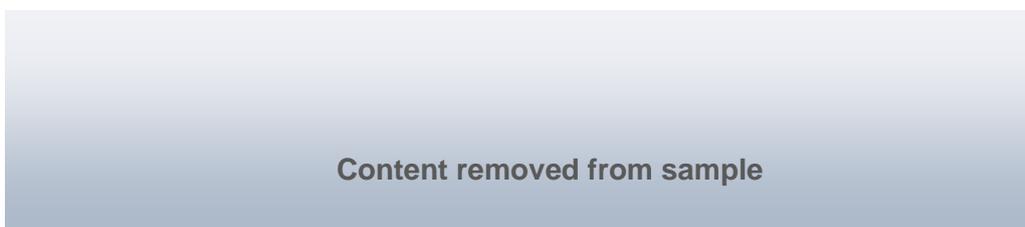


## PROSPECTS AND OPPORTUNITIES

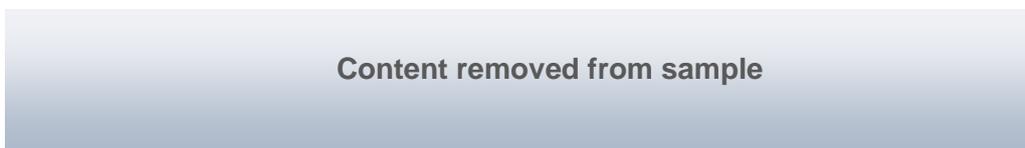
Fierce competition fuelled by the entry of Coca-Cola Argentina



Hard seltzers, A more health-aware choice, may expand consumer base of RTDs



On-trade sales will recover quickly, boosted by multiple new product developments



## CATEGORY DATA

Table 49 Sales of RTDs by Category: Total Volume 2016-2021

'000 litres

	2016	2017	2018	2019	2020	2021
Malt-based RTDs	Data removed from sample					
Spirit-based RTDs						
Wine-based RTDs						
Other RTDs						
RTDs						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 50 Sales of RTDs by Category: Total Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
Malt-based RTDs	<b>Data removed from sample</b>					
Spirit-based RTDs						
Wine-based RTDs						
Other RTDs						
RTDs						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 51 Sales of RTDs by Category: % Total Volume Growth 2016-2021**

% total volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Malt-based RTDs	<b>Data removed from sample</b>		
Spirit-based RTDs			
Wine-based RTDs			
Other RTDs			
RTDs			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 52 Sales of RTDs by Category: % Total Value Growth 2016-2021**

% local currency, current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Malt-based RTDs	<b>Data removed from sample</b>		
Spirit-based RTDs			
Wine-based RTDs			
Other RTDs			
RTDs			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 53 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021**

'000 litres

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 54 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021**

ARS million

	2016	2017	2018	2019	2020	2021
	<b>Data removed from sample</b>					

Off-trade  
On-trade  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 55 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021**

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

Off-trade  
On-trade  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 56 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021**

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Off-trade  
On-trade  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 57 GBO Company Shares of RTDs: % Total Volume 2017-2021**

% total volume  
Company

2017 2018 2019 2020 2021

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 58 NBO Company Shares of RTDs: % Total Volume 2017-2021**

% total volume Company	2017	2018	2019	2020	2021
------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 59 LBN Brand Shares of RTDs: % Total Volume 2018-2021**

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 60 Forecast Sales of RTDs by Category: Total Volume 2021-2026**

'000 litres	2021	2022	2023	2024	2025	2026
-------------	------	------	------	------	------	------

Malt-based RTDs  
 Spirit-based RTDs  
 Wine-based RTDs  
 Other RTDs  
 RTDs

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 61 Forecast Sales of RTDs by Category: Total Value 2021-2026

ARS million	2021	2022	2023	2024	2025	2026
Malt-based RTDs	<b>Data removed from sample</b>					
Spirit-based RTDs						
Wine-based RTDs						
Other RTDs						
RTDs						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 62 Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

% total volume growth	2021/22	2021-26 CAGR	2021/26 Total
Malt-based RTDs	<b>Data removed from sample</b>		
Spirit-based RTDs			
Wine-based RTDs			
Other RTDs			
RTDs			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

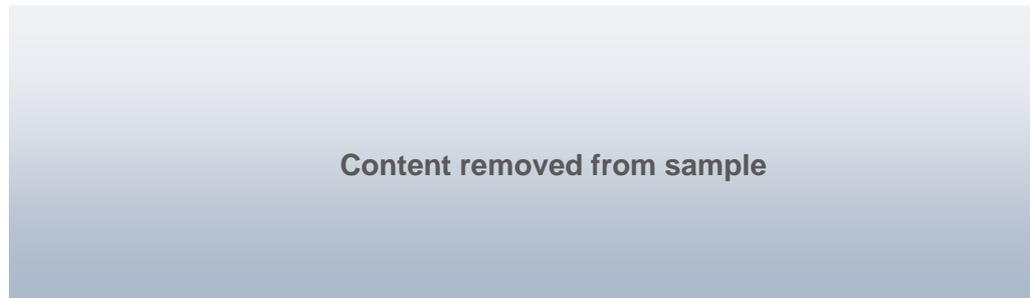
Table 63 Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

% local currency, constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Malt-based RTDs	<b>Data removed from sample</b>		
Spirit-based RTDs			
Wine-based RTDs			
Other RTDs			
RTDs			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

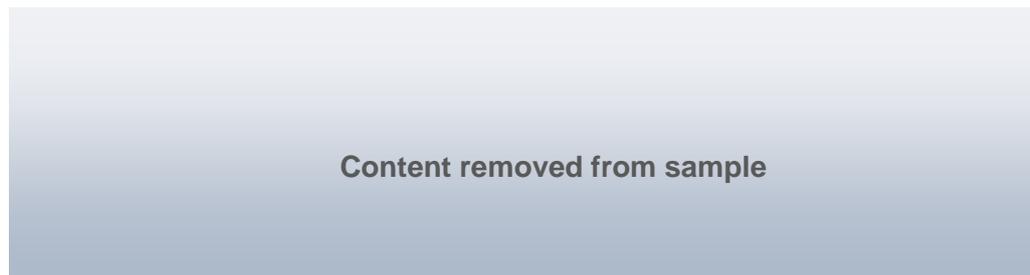
# SPIRITS IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

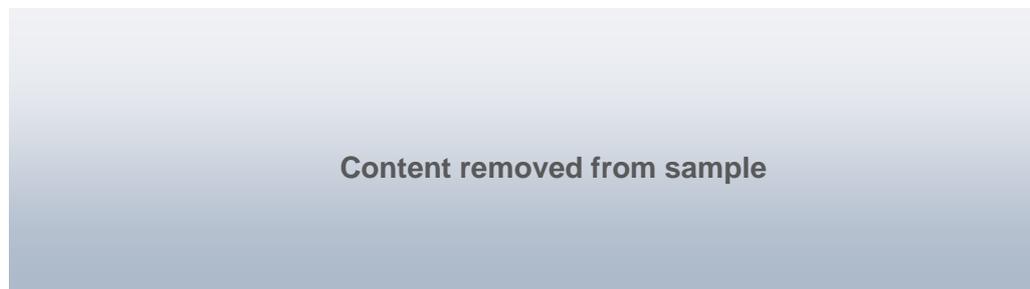


## 2021 DEVELOPMENTS

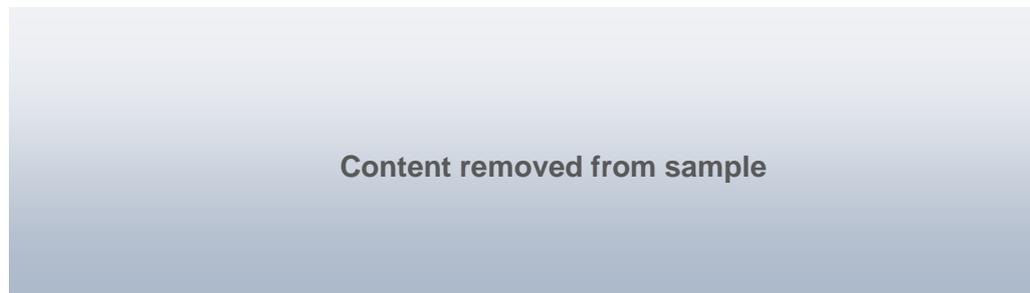
Bitters conquer Argentinean consumers

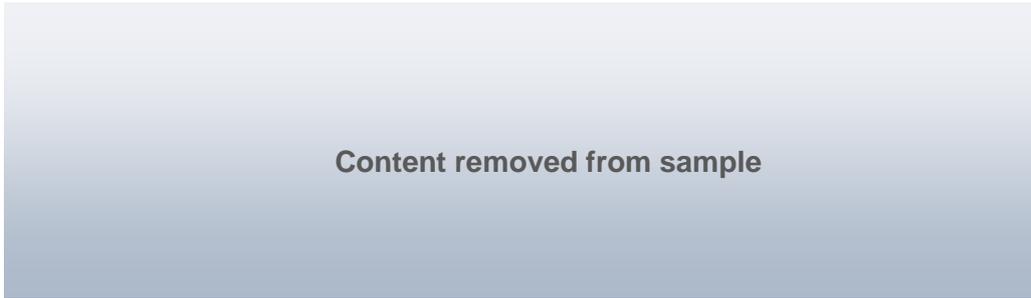


Fashionable and trendsetting English gin



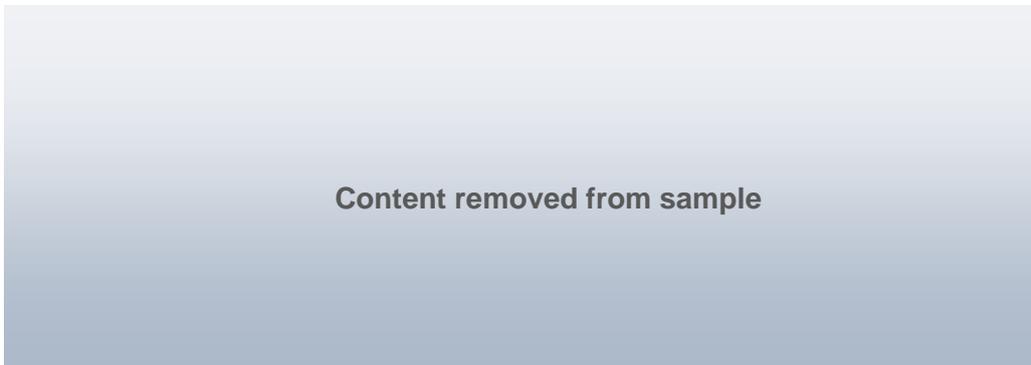
Local craft spirits boom



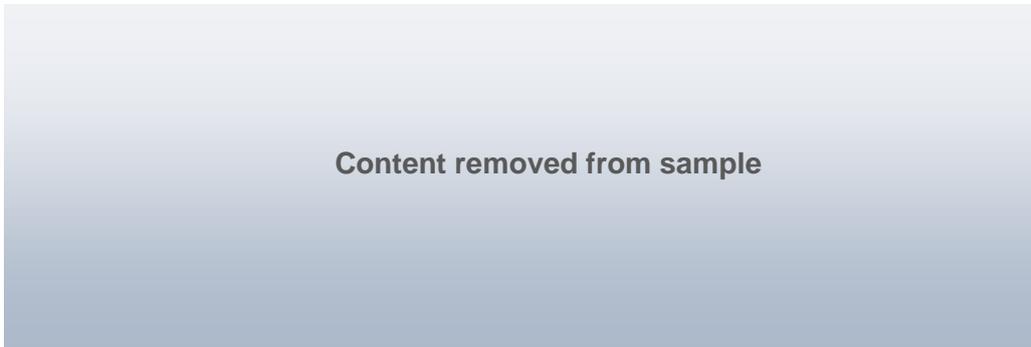


## PROSPECTS AND OPPORTUNITIES

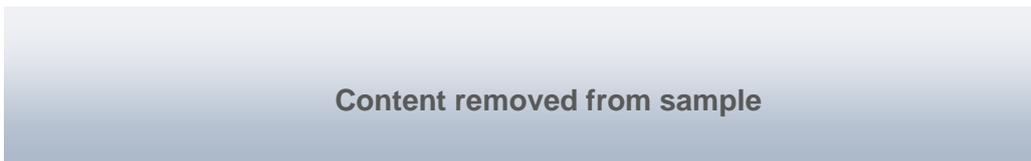
Vodka and English gin will continue to grow at A faster rate



E commerce to gain momentum, growing from A very low base



On-trade sales to see gradual recovery



## CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Summary 5 Benchmark Brands 2021

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Source: Euromonitor International from trade interviews, store checks

**CATEGORY DATA**

Table 64 Sales of Spirits by Category: Total Volume 2016-2021

'000 litres	2016	2017	2018	2019	2020	2021
Brandy and Cognac	Data removed from sample					
- Brandy						
- Cognac						
Liqueurs						
- Bitters						
- Cream-based Liqueurs						
- Other Liqueurs						
Non Alcoholic Spirits						
Rum						
- Dark Rum						
- White Rum						
Tequila (and Mezcal)						
Whiskies						
- Bourbon/Other US Whiskey						
- Canadian Whisky						
- Irish Whiskey						
- Japanese Whisky						
- Blended Scotch Whisky						
- Single Grain Scotch Whisky						
- Single Malt Scotch Whisky						
- Other Whiskies						
White Spirits						
- Gin						
- Vodka						

Other Spirits  
Spirits

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 65 Sales of Spirits by Category: Total Value 2016-2021**

ARS million

	2016	2017	2018	2019	2020	2021
Brandy and Cognac	<b>Data removed from sample</b>					
- Brandy						
- Cognac						
Liqueurs						
- Bitters						
- Cream-based Liqueurs						
- Other Liqueurs						
Non Alcoholic Spirits						
Rum						
- Dark Rum						
- White Rum						
Tequila (and Mezcal)						
Whiskies						
- Bourbon/Other US Whiskey						
- Canadian Whisky						
- Irish Whiskey						
- Japanese Whisky						
- Blended Scotch Whisky						
- Single Grain Scotch Whisky						
- Single Malt Scotch Whisky						
- Other Whiskies						
White Spirits						
- Gin						
- Vodka						
Other Spirits						
Spirits						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 66 Sales of Spirits by Category: % Total Volume Growth 2016-2021**

% total volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Brandy and Cognac	<b>Data removed from sample</b>		
- Brandy			
- Cognac			
Liqueurs			
- Bitters			
- Cream-based Liqueurs			
- Other Liqueurs			
Non Alcoholic Spirits			
Rum			
- Dark Rum			

- White Rum
- Tequila (and Mezcal)
- Whiskies
  - Bourbon/Other US Whiskey
  - Canadian Whisky
  - Irish Whiskey
  - Japanese Whisky
  - Blended Scotch Whisky
  - Single Grain Scotch Whisky
  - Single Malt Scotch Whisky
  - Other Whiskies
- White Spirits
  - Gin
  - Vodka
- Other Spirits
- Spirits



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 67 Sales of Spirits by Category: % Total Value Growth 2016-2021**

% local currency, current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Brandy and Cognac	<b>Data removed from sample</b>		
- Brandy			
- Cognac			
Liqueurs			
- Bitters			
- Cream-based Liqueurs			
- Other Liqueurs			
Non Alcoholic Spirits			
Rum			
- Dark Rum			
- White Rum			
Tequila (and Mezcal)			
Whiskies			
- Bourbon/Other US Whiskey			
- Canadian Whisky			
- Irish Whiskey			
- Japanese Whisky			
- Blended Scotch Whisky			
- Single Grain Scotch Whisky			
- Single Malt Scotch Whisky			
- Other Whiskies			
White Spirits			
- Gin			
- Vodka			
Other Spirits			
Spirits			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 68 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021**

'000 litres

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 69** Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 70** Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	<b>Data removed from sample</b>		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 71** Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	<b>Data removed from sample</b>		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 72** Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

% total volume

	2016	2017	2018	2019	2020	2021
Prestige	<b>Data removed from sample</b>					
Ultra Premium						
Super Premium						
Premium						
Standard						
Economy						

Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: '-' indicates data not available

**Table 73 Sales of White Rum by Price Platform: % Total Volume 2016-2021**

% total volume

2016 2017 2018 2019 2020 2021

Premium  
Standard  
Economy  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: '-' indicates data not available

**Table 74 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021**

% total volume

2016 2017 2018 2019 2020 2021

Prestige  
Ultra Premium  
Super Premium  
Premium  
Standard  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: '-' indicates data not available

**Table 75 Sales of English Gin by Price Platform: % Total Volume 2016-2021**

% total volume

2016 2017 2018 2019 2020 2021

Prestige  
Ultra Premium  
Super Premium  
Premium  
Standard  
Economy  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: '-' indicates data not available

**Table 76 Sales of Vodka by Price Platform: % Total Volume 2016-2021**

% total volume

2016 2017 2018 2019 2020 2021

Prestige  
Ultra Premium  
Super Premium  
Premium  
Standard  
Economy  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: '-' indicates data not available

**Table 77 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021**

% total volume

2016 2017 2018 2019 2020 2021

Flavoured Vodka  
Non-Flavoured Vodka  
Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 78 GBO Company Shares of Spirits: % Total Volume 2017-2021**

% total volume

Company

2017 2018 2019 2020 2021

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 79 NBO Company Shares of Spirits: % Total Volume 2017-2021**

% total volume Company	2017	2018	2019	2020	2021
<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 80 LBN Brand Shares of Spirits: % Total Volume 2018-2021**

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 81 Forecast Sales of Spirits by Category: Total Volume 2021-2026**

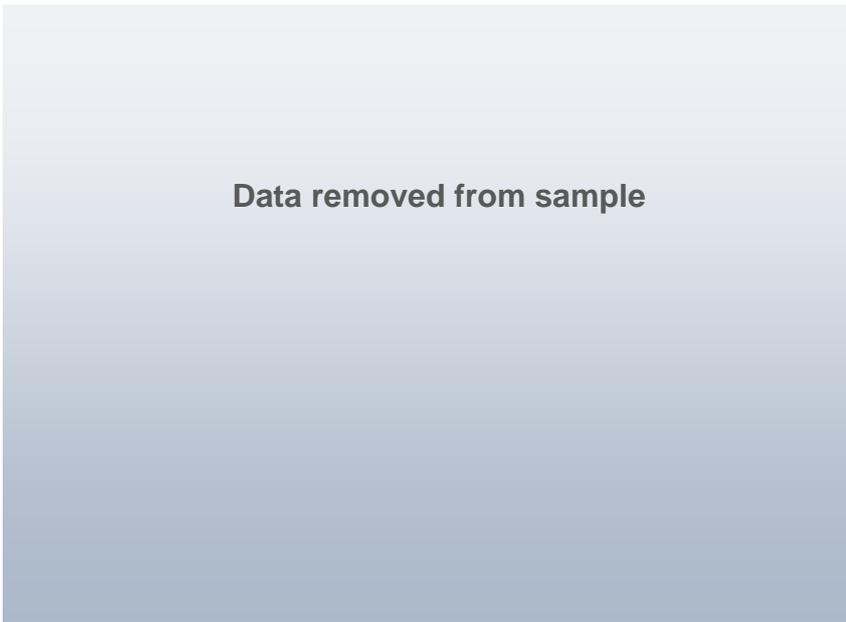
'000 litres	2021	2022	2023	2024	2025	2026
Brandy and Cognac	<b>Data removed from sample</b>					
- Brandy						
- Cognac						
Liqueurs						
- Bitters						
- Cream-based Liqueurs						
- Other Liqueurs						
Non Alcoholic Spirits						
Rum						
- Dark Rum						
- White Rum						
Tequila (and Mezcal)						
Whiskies						
- Bourbon/Other US Whiskey						
- Canadian Whisky						
- Irish Whiskey						
- Japanese Whisky						
- Blended Scotch Whisky						
- Single Grain Scotch Whisky						
- Single Malt Scotch Whisky						
- Other Whiskies						
White Spirits						
- Gin						
- Vodka						
Other Spirits						
Spirits						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 82 Forecast Sales of Spirits by Category: Total Value 2021-2026**

ARS million	2021	2022	2023	2024	2025	2026
Brandy and Cognac	<b>Data removed from sample</b>					
- Brandy						
- Cognac						
Liqueurs						
- Bitters						
- Cream-based Liqueurs						

- Other Liqueurs
- Non Alcoholic Spirits
- Rum
- Dark Rum
- White Rum
- Tequila (and Mezcal)
- Whiskies
- Bourbon/Other US Whiskey
- Canadian Whisky
- Irish Whiskey
- Japanese Whisky
- Blended Scotch Whisky
- Single Grain Scotch Whisky
- Single Malt Scotch Whisky
- Other Whiskies
- White Spirits
- Gin
- Vodka
- Other Spirits
- Spirits



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 83 Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026**

% total volume growth

2021/22      2021-26 CAGR      2021/26 Total

- Brandy and Cognac
- Brandy
- Cognac
- Liqueurs
- Bitters
- Cream-based Liqueurs
- Other Liqueurs
- Non Alcoholic Spirits
- Rum
- Dark Rum
- White Rum
- Tequila (and Mezcal)
- Whiskies
- Bourbon/Other US Whiskey
- Canadian Whisky
- Irish Whiskey
- Japanese Whisky
- Blended Scotch Whisky
- Single Grain Scotch Whisky
- Single Malt Scotch Whisky
- Other Whiskies
- White Spirits
- Gin
- Vodka
- Other Spirits
- Spirits



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 84** Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

% local currency, constant value growth

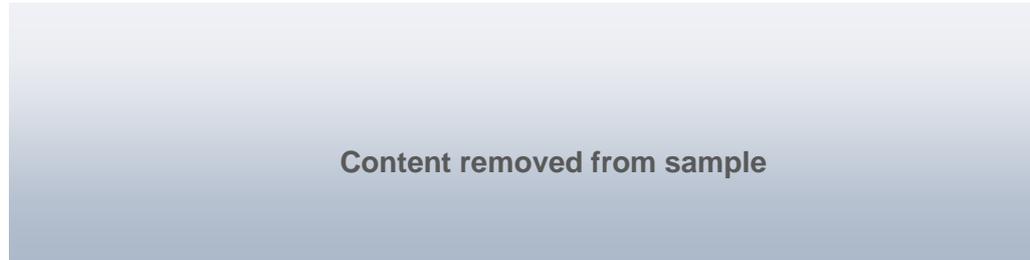
	2021/2022	2021-26 CAGR	2021/26 Total
Brandy and Cognac			
- Brandy			
- Cognac			
Liqueurs			
- Bitters			
- Cream-based Liqueurs			
- Other Liqueurs			
Non Alcoholic Spirits			
Rum			
- Dark Rum			
- White Rum			
Tequila (and Mezcal)			
Whiskies			
- Bourbon/Other US Whiskey			
- Canadian Whisky			
- Irish Whiskey			
- Japanese Whisky			
- Blended Scotch Whisky			
- Single Grain Scotch Whisky			
- Single Malt Scotch Whisky			
- Other Whiskies			
White Spirits			
- Gin			
- Vodka			
Other Spirits			
Spirits			

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

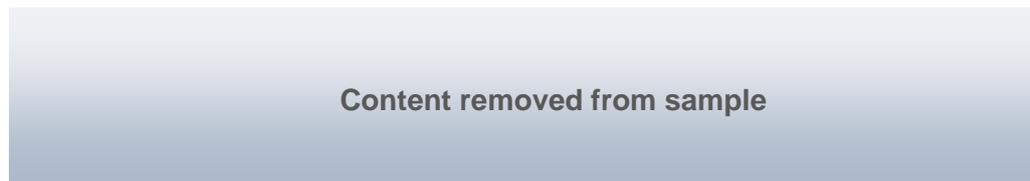
# WINE IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

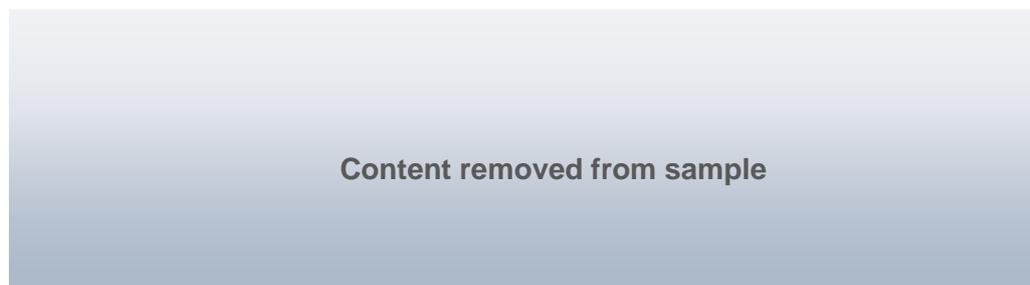


## 2021 DEVELOPMENTS

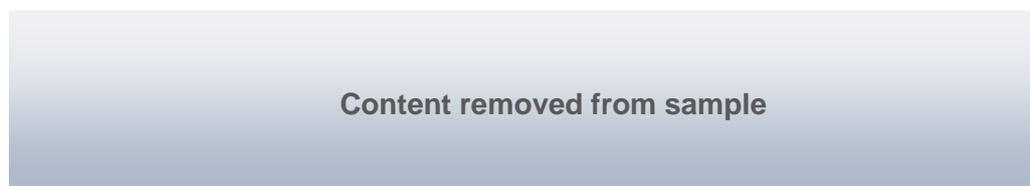
Wine faces A significant increase in the cost of inputs and loses ground to beer in 2021



Shortage of glass bottles limits wine sales



Sparkling wines and champagne: from celebration to everyday drinks



## PROSPECTS AND OPPORTUNITIES

Wine set to benefit from strong harvest in 2021, premiumisation trend and new packaging developments

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E-commerce will continue to outperform

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Development of new grape varieties may attract new wine consumers

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## CATEGORY DATA

Table 85 Sales of Wine by Category: Total Volume 2016-2021

million litres

	2016	2017	2018	2019	2020	2021
Fortified Wine and Vermouth	<b>Data removed from sample</b>					
- Port						
- Sherry						
- Vermouth						
- Other Fortified Wine						
Non-Grape Wine						
Sparkling Wine						
- Champagne						
- Other Sparkling Wine						
Still Light Grape Wine						
- Still Red Wine						
- Still Rosé Wine						
- Still White Wine						
Wine						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 86 Sales of Wine by Category: Total Value 2016-2021**

ARS million

	2016	2017	2018	2019	2020	2021
Fortified Wine and Vermouth	<b>Data removed from sample</b>					
- Port						
- Sherry						
- Vermouth						
- Other Fortified Wine						
Non-Grape Wine						
Sparkling Wine						
- Champagne						
- Other Sparkling Wine						
Still Light Grape Wine						
- Still Red Wine						
- Still Rosé Wine						
- Still White Wine						
Wine						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 87 Sales of Wine by Category: % Total Volume Growth 2016-2021**

% total volume growth	2020/21	2016-21 CAGR	2016/21 Total
Fortified Wine and Vermouth	<b>Data removed from sample</b>		
- Port			
- Sherry			
- Vermouth			
- Other Fortified Wine			
Non-Grape Wine			
Sparkling Wine			
- Champagne			
- Other Sparkling Wine			
Wine			

Still Light Grape Wine  
 - Still Red Wine  
 - Still Rosé Wine  
 - Still White Wine  
 Wine

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 88 Sales of Wine by Category: % Total Value Growth 2016-2021**

% local currency, current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Fortified Wine and Vermouth	<b>Data removed from sample</b>		
- Port			
- Sherry			
- Vermouth			
- Other Fortified Wine			
Non-Grape Wine			
Sparkling Wine			
- Champagne			
- Other Sparkling Wine			
Still Light Grape Wine			
- Still Red Wine			
- Still Rosé Wine			
- Still White Wine			
Wine			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 89 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021**

million litres

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 90 Sales of Wine by Off-trade vs On-trade: Value 2016-2021**

ARS million

	2016	2017	2018	2019	2020	2021
Off-trade	<b>Data removed from sample</b>					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 91 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021**

% volume growth

2020/21 2016-21 CAGR 2016/21 Total

Off-trade  
On-trade  
Total**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 92 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021**

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

Off-trade  
On-trade  
Total**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 93 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021**

% off-trade

2016 2017 2018 2019 2020 2021

ARS2.51 to ARS5  
ARS5.01 to ARS8  
ARS8.01 to ARS15  
ARS15.01 to ARS25  
ARS25.01 to ARS40  
ARS40.01 to ARS200  
ARS200.01 and above  
Total**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 94 Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2016-2021**

% off-trade

2016 2017 2018 2019 2020 2021

ARS2.51 to ARS5  
ARS5.01 to ARS8  
ARS8.01 to ARS15  
ARS15.01 to ARS25  
ARS25.01 to ARS40  
ARS40.01 to ARS200  
ARS200.01 and above  
Total**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 95 Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

% off-trade	2016	2017	2018	2019	2020	2021
ARS2.51 to ARS5	<b>Data removed from sample</b>					
ARS5.01 to ARS8						
ARS8.01 to ARS15						
ARS15.01 to ARS25						
ARS25.01 to ARS40						
ARS40.01 to ARS200						
ARS200.01 and above						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 96 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

% off-trade	2016	2017	2018	2019	2020	2021
ARS5.01 to ARS10	<b>Data removed from sample</b>					
ARS10.01 to ARS15						
ARS15.01 to ARS60						
ARS60.01 to ARS90						
ARS90.01 to ARS130						
ARS130.01 to ARS250						
ARS250.01 and above						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 97 Sales of Wine by Origin 2019-2021

	2019	2020	2021
<b>Data removed from sample</b>			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 98 GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
<b>Data removed from sample</b>					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 99 NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 100 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 101 GBO Company Shares of Champagne: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 102 NBO Company Shares of Champagne: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 103 LBN Brand Shares of Champagne: % Total Volume 2018-2021**

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
---	---------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 104 GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021**

% total volume Company	2017	2018	2019	2020	2021
---------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 105 NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 106 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 107 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 108** NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 109** LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
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**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 110 Forecast Sales of Wine by Category: Total Volume 2021-2026**

million litres

	2021	2022	2023	2024	2025	2026
Fortified Wine and Vermouth	<b>Data removed from sample</b>					
- Port						
- Sherry						
- Vermouth						
- Other Fortified Wine						
Non-Grape Wine						
Sparkling Wine						
- Champagne						
- Other Sparkling Wine						
Still Light Grape Wine						
- Still Red Wine						
- Still Rosé Wine						
- Still White Wine						
Wine						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 111 Forecast Sales of Wine by Category: Total Value 2021-2026**

ARS million

	2021	2022	2023	2024	2025	2026
Fortified Wine and Vermouth	<b>Data removed from sample</b>					
- Port						
- Sherry						
- Vermouth						
- Other Fortified Wine						
Non-Grape Wine						
Sparkling Wine						
- Champagne						
- Other Sparkling Wine						
Still Light Grape Wine						
- Still Red Wine						
- Still Rosé Wine						
- Still White Wine						
Wine						

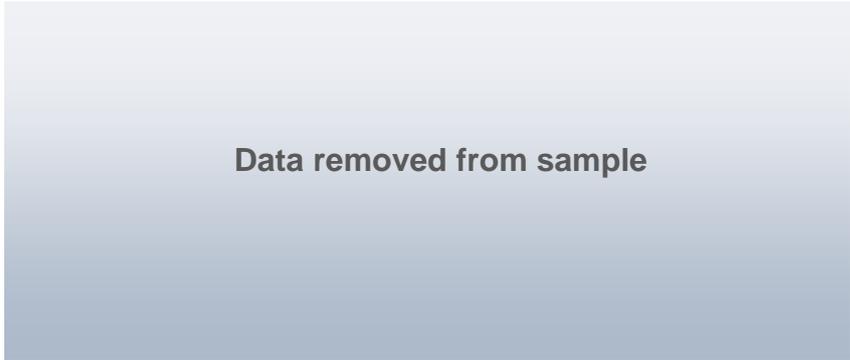
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 112 Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026**

% total volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Fortified Wine and Vermouth	<b>Data removed from sample</b>		
- Port			

- Sherry
- Vermouth
- Other Fortified Wine
- Non-Grape Wine
- Sparkling Wine
- Champagne
- Other Sparkling Wine
- Still Light Grape Wine
- Still Red Wine
- Still Rosé Wine
- Still White Wine
- Wine



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 113 Forecast Sales of Wine by Category: % Total Value Growth 2021-2026**

% local currency, constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Fortified Wine and Vermouth	<b>Data removed from sample</b>		
- Port			
- Sherry			
- Vermouth			
- Other Fortified Wine			
Non-Grape Wine			
Sparkling Wine			
- Champagne			
- Other Sparkling Wine			
Still Light Grape Wine			
- Still Red Wine			
- Still Rosé Wine			
- Still White Wine			
Wine			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources