



Drinking Milk Products in Argentina

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Soaring costs drive down sales of drinking milk products in 2024
- Stockpiling trend hampers sales of fresh milk
- Flavoured milk drinks considered non-essential by most local consumers

PROSPECTS AND OPPORTUNITIES

- Private labels will continue to benefit from price-consciousness in the years ahead
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Dairy Products and Alternatives in Argentina - Industry Overview

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