



Wine in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

An oversupply allows players to reduce price points, driving sales during 2024
FeCoViTA Coop Ltda retains its lead while innovation focuses on new type of grapes and organic options
Small local grocers and discount stores see a solid rebound, taking volume from the modern channel

PROSPECTS AND OPPORTUNITIES

Wine sales are projected to rebound, although its vulnerability to climate change may challenge growth
Non alcoholic wine is set to rise, driven by health and wellness concern
New blends and grape varieties are expected to attract new consumers over the forecast period

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Alcoholic Drinks in Argentina - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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