



Euromonitor  
International

# Alcoholic Drinks in Argentina

June 2025

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## DISCLAIMER

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Cerveceria y Maltería Quilmes solidifies its leadership, increasing its advertising and promotional activity

Small local grocers grow while discount stores gain relevance, driven by Dia Argentina

### PROSPECTS AND OPPORTUNITIES

Growth is expected to be aided by a movement towards affordable pack sizes

Non alcoholic beer will grow steadily, widening the consumer base while creating new consumption occasions

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Branca Destilleries leads sales with dominance in bitters, and a strong presence in vodka and English gin

Small local grocers experience heightened footfall, being the most dynamic channel in 2024

#### PROSPECTS AND OPPORTUNITIES

Spirits may rebound, supported by improved economic conditions and the easing of imports restrictions

Sales of English gin are set to be fuelled by brand activations and imported players

Retail e-commerce sales are set to rise, driven by company websites and the strong activity of Mercado Libre

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Small local grocers and discount stores see a solid rebound, taking volume from the modern channel

## PROSPECTS AND OPPORTUNITIES

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