



Cider/Perry in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider sales fall as the ongoing income crisis shapes consumer buying habits
Premiumisation stagnates as the economic recession triggers trading down
Supermarkets lead distribution as consumers appreciate affordable price points

PROSPECTS AND OPPORTUNITIES

Growth is set to be bolstered by economic recovery and fierce competition between the main players
Premium options may rebound, with players offering new varieties and lower-sugar options
Craft cider may drive sales with increasing penetration in specialist alcoholic stores and on trade facilities

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Alcoholic Drinks in Argentina - Industry Overview

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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

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Contraband/parallel trade

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DISCLAIMER

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