



Euromonitor  
International

# Hot Drinks Packaging in Argentina

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Plastic pouches gains share in coffee, while folding cartons bucks the declining trend in green tea and fruit/herbal tea

Leading brand launches recycle-ready coffee pouches, aligning with the demand for sustainable packaging

Flexible paper remains the key packaging type in other hot drinks due to yerba maté's cultural importance

#### PROSPECTS AND OPPORTUNITIES

Hot drinks packaging expected to witness growth during the forecast period, driven by better economy and convenience

Flexible plastic expected to gain share in tea due to convenience and freshness

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