



Euromonitor
International

Bottled Water in Argentina

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bottled water consumption records a steep decline as consumers opt for tap water
- Flavoured bottled water competes against powder concentrates
- Coca-Cola intensifies diversification strategy with bottled water variants

PROSPECTS AND OPPORTUNITIES

- A rebound in the Argentine economy positively impacts purified bottled water
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