



Beer in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer sales plummet as the recession shapes consumer buying habits in 2024

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

Premiumisation will rebound thanks to a better economic scenario, and the easing of import restrictions

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