



**Euromonitor
International**

Hot Drinks in Argentina

November 2024

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DISCLAIMER

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2024 DEVELOPMENTS

- Coffee sales notably decline as consumers navigate the economic recession
- Consumers trade down to instant coffee in order to reduce their spending
- Nestlé Argentina solidifies its position through well-known brands

PROSPECTS AND OPPORTUNITIES

- Fresh ground coffee pods showcase a rebound as import restrictions are lifted
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Tea in Argentina

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Other Hot Drinks in Argentina

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Nestlé Argentina increases innovation and advertising for its flagship brand Nesquik

Yerba mate continues to be a highly concentrated competitive landscape

PROSPECTS AND OPPORTUNITIES

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