

# **Carbonates in Argentina**

November 2024

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## Carbonates in Argentina - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

The economic crisis led consumption of carbonates to decline in 2024 Coca-Cola invests heavily in advertising and promotions to continue driving sales Players launch new product developments to drive growth in a challenging landscape

#### PROSPECTS AND OPPORTUNITIES

Innovations focus on healthier formulas to drive growth in carbonates The gin and tonic boom leads tonic water to be a key performer Lower cost and private label players increase share due to economic instability

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