



Euromonitor
International

Concentrates in Argentina

November 2024

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2024 DEVELOPMENTS

Concentrates offer a cost-effective alternative during economic challenges
Powder concentrates lose ground against flavoured water variants
Innovation and affordable options aid sales of concentrates during 2024

PROSPECTS AND OPPORTUNITIES

Affordability aids powder concentrates, while liquid products showcase innovation
Private label strengthens its position as discounter stores gain ground
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