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Sweet Biscuits, Snack Bars and Fruit Snacks in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- New administration’s policies to hamper the demand for sweet biscuits in 2024
- End of the Precios Justos programme favours small local grocers over chained modern grocery retailers
- Bagley Argentina retains leadership but the competition intensifies

PROSPECTS AND OPPORTUNITIES

- Private label is set to gain momentum
- Erosion of modern grocery retailers’ price advantage to continue to boost small local grocers
- Flow of imports to increase

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Snacks in Argentina - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-argentina/report.