

# Fine Wines/Champagne and Spirits in Argentina

October 2024

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## Fine Wines/Champagne and Spirits in Argentina - Category analysis

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#### 2024 DEVELOPMENTS

Experience seekers drive fine wines/champagne and spirits growth

Major international brands have presence in the country through both international and local players

Wine and experiential luxury go hand in hand in the province of Mendoza

#### PROSPECTS AND OPPORTUNITIES

Whisky to see growth as it becomes a trans-generational drink

Great growth in the cocktail segment with a large presence of female bartenders

Argentine wine positioned amongst the best in the world

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