



Euromonitor
International

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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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

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

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DISCLAIMER

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