



Euromonitor  
International

# Sports Drinks in Argentina

November 2024

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

The non-essential status of sports drinks leads volume to decline in 2024  
SueroX shakes up the landscape with its oral replenishment solution  
Gatorade holds its leading position, while Powerade is growing competition

PROSPECTS AND OPPORTUNITIES

Sports drinks sales rebound while private label options gain ground  
New consumption occasions led by oral replenishments products  
Health and wellness properties will positively impact sports drinks sales

CATEGORY DATA

- Table 1 - Off-trade Sales of Sports Drinks: Volume 2019-2024
- Table 2 - Off-trade Sales of Sports Drinks: Value 2019-2024
- Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
- Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
- Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
- Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
- Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
- Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
- Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

Soft Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Argentina

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## SOURCES

Summary 1 - Research Sources

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