



Euromonitor  
International

# Rtds in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of RTDs decline as consumers limit consumption of discretionary items  
Cepas Argentinas leads with Dr. Lemon, while second-placed Grupo Peñaflor improves its share  
Small local grocers and discount stores gain ground during economic strain

PROSPECTS AND OPPORTUNITIES

Drinks perceived by consumers to be healthier are set to be in high demand  
Further innovation is expected with the aim of widening the consumer base  
Players are expected to focus on their retail e-commerce presence, boosting online growth

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Alcoholic Drinks in Argentina - Industry Overview

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade

Duty free

Cross-border/private imports

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