



Processed Meat, Seafood and Alternatives To Meat in Argentina

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining demand for red meat amid overall category contraction
Slump in volume sales prompts more aggressive marketing from players
Imported products reduce leading players’ stronghold, while frozen substitutes continue to rise

PROSPECTS AND OPPORTUNITIES

Further challenges ahead as interest in frozen food wanes
Health trends to shape future growth
Shift towards private label persists

CATEGORY DATA

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Staple Foods in Argentina - Industry Overview

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DISCLAIMER

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