



**Euromonitor
International**

Meals and Soups in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Players seek to bring consumers back to soup amid difficult economic climate and healthier lifestyles
- Consumers forgo frozen pizza for cheaper home-made alternatives
- Dried ready meals lose appeal amid price hikes and limited choice

PROSPECTS AND OPPORTUNITIES

- Meals and soups will remain underdeveloped
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- Unilever de Argentina SA will preside over meals and soups category

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Cooking Ingredients and Meals in Argentina - Industry Overview

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