



HW Soft Drinks in Argentina

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

100% juice still seen as the healthiest option

Sales of no sugar soft drinks on the rise as consumers become more health conscious

Consumers increasingly looking for added functionality from their soft drinks

PROSPECTS AND OPPORTUNITIES

Low sugar and no sugar carbonates expected to thrive as consumers become more health conscious

No sugar claims set to influence demand across soft drinks

More consumers expected to turn to soft drinks to boost their nutritional intake

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

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Health and Wellness in Argentina - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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