



Euromonitor  
International

# HW Snacks in Argentina

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New labelling law aims to promote sales of healthier snacks  
Gluten free particularly prominent within health and wellness snacks in 2023  
Salt off the menu as consumers look for healthier snacking options in 2023

#### PROSPECTS AND OPPORTUNITIES

Sweet biscuits to remain a source of opportunity for health and wellness  
Strong performances slated for gluten free, vegan and plant-based products  
Better for you claims should continue to benefit from new labelling laws

#### CATEGORY DATA

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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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