



HW Dairy Products and Alternatives in Argentina

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based products capturing the attention of shoppers as more players invest in the market

Good source of vitamins a major winner as consumers look to improve their nutrition

Probiotic claims capture the attention of health conscious shoppers

PROSPECTS AND OPPORTUNITIES

New labelling law expected to push producers to adjust the ingredients and formulations of their products

Good source of vitamins slated for strong sales growth during the forecast period

The trauma of the pandemic likely to have a lasting impact on the future of immune support claims

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

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