



# HW Cooking Ingredients and Meals in Argentina

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New labelling laws benefit sales of health and wellness cooking ingredients and meals  
Gluten free enjoys a significant health and wellness positioning in cooking ingredients and meals  
Good source of vitamins sees growth in 2023 as Knorr focuses on its soup range

#### PROSPECTS AND OPPORTUNITIES

More soy- and oat-based products to emerge in response to rising demand  
Gluten free likely to remain a key claim but new labelling laws will likely increase the focus on other claims  
Plant-based claims to register growth as consumers increasingly shun meat and dairy

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % 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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