



HW Staple Foods in Argentina

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

New labelling laws benefit products with healthier claims
Gluten free remains the most popular claim in staple foods in 2023
Sugar content comes under focus as consumers look to follow healthier lifestyles

PROSPECTS AND OPPORTUNITIES

Staple foods players devising strategies to cope with the new food labelling law
Gluten free slated for further growth and development as the consumer base expands
Low salt set to continue benefiting from the stricter regulatory environment while interest in meat and seafood substitutes is set to rise

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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