

# Better For You Beverages in Argentina

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## Abstracts

BFY beverages saw a slight growth in retail volume terms in 2020, mainly owing to an increase in demand for reduced sugar powder concentrates. Demand for reduced sugar powder concentrates rose as a consequence of the economic recession, leading to a decline in consumer disposable incomes. Argentinian consumers have been gravitating towards value health and wellness beverages as a result, opting for reduced sugar powder concentrates as an affordable alternative to other beverages. In the review p...

Euromonitor International's Better For You Beverages in Argentina report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Companies change their production management following mandatory on-trade closures

Coca-Cola successfully overhauls portfolio of BFY beverages while La Bichy Ahora finds favour in difficult economy

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