

Better For You Beverages in Argentina

<https://marketpublishers.com/r/B8886E9B1B3EN.html>

Date: January 2021

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: B8886E9B1B3EN

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.

Contents

KEY DATA FINDINGS

2020 IMPACT

Economic recession leads to an increase in demand for reduced sugar powder concentrates

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

RECOVERY AND OPPORTUNITIES

Government encourages consumers to reduce sugar intake

Reduced sugar sports drinks are anticipated to drive reduced sugar carbonates volume sales

Recovery should benefit volume sales of reduced sugar flavoured bottled water and fruit/vegetable juice

CATEGORY DATA

Table 1 Sales of BFY Beverages by Category: Value 2015-2020

Table 2 Sales of BFY Beverages by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of BFY Beverages: % Value 2016-2020

Table 4 LBN Brand Shares of BFY Beverages: % Value 2017-2020

Table 5 Distribution of BFY Beverages by Format: % Value 2015-2020

Table 6 Forecast Sales of BFY Beverages by Category: Value 2020-2025

Table 7 Forecast Sales of BFY Beverages by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on health and wellness

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2015-2020

Table 9 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 10 Sales of Health and Wellness by Category: Value 2015-2020

Table 11 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 14 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 15 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 16 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 18 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 20 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2020-2025

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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