

Free From in Argentina

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Abstracts

It is estimated that the number of vegans and vegetarians in Argentina has reached four million. Despite the ongoing economic recession and declining consumer disposable incomes, demand for free from meat substitutes grew in 2020. With Argentinian citizens working from home during the lockdown and having their meals at home, sales of meat substitutes through retail grew as a result. In 2020, Milonos Rio de la Plata launched a new product in free from meat other frozen meat substitutes under the...

Euromonitor International's Free From 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: Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

Why buy this report?

Get a detailed picture of the Free From 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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Demand for meat substitutes grows despite economic recession

Free from dairy products account for the lion's share of free from sales

Coca-Cola retains leadership but faces new challengers

RECOVERY AND OPPORTUNITIES

Greater knowledge of free from will boost sales in the forecast period

Free from meat substitutes is booming as the number of vegans/vegetarians grows year-on-year

Free from gluten pasta is anticipated to grow as a product area as consumers become more aware of their gluten intolerance

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