

Naturally Healthy Beverages in Argentina

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Abstracts

NH beverages struggled during 2020 with many consumers cutting back on their consumption of these products due to their relatively higher price compared to other drinks options. Nevertheless, the one product area that did manage to record retail volume growth in 2020 was NH other hot drinks. The main factor behind this was the growing demand for yerba mate. In Argentina, yerba mate is a traditional infusion that when drunk with hot water is called mate and when consumed with cold water is called...

Euromonitor International's Naturally Healthy 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: NH Hot Drinks, NH Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy 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

Yerba mate is key to the success of NH other hot drinks

Consumers are forced to economise when it comes to water

Aguas Danone de Argentina SA sees lead eroded due to economic crisis

RECOVERY AND OPPORTUNITIES

Tradition of yerba mate will drive demand for NH hot drinks

NH 100% juice's future looks bright thanks to the growing number of brands and flavours

A growing focus on health and wellness will benefit NH bottled water

CATEGORY DATA

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

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

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

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

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

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

Table 7 Forecast Sales of NH 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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