

Organic Beverages in Argentina

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Abstracts

Whilst organic beverages saw lower sales in 2020, the category is booming in 2021. This is attributed to the enhanced health and wellness trends during the time of the pandemic, as consumers increasingly place greater focus on healthy diets and lifestyles. Organic beverages fit into these trends incredibly well, as they are seen to offer the most natural options and provide the greatest health benefits. It is also noted that consumers are choosing organic beverages from companies which have tran...

Euromonitor International's Organic 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Organic Hot Drinks, Organic 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 Organic 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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Organic beverages boom, with sustainable companies coming out on top

Organic 100% juice benefits from health and wellness trends, although faces competition from home-made organic variants

Domestic players rule fragmented category, with Las Brisas holding a premium leading position

PROSPECTS AND OPPORTUNITIES

Organic beverages will continue to grow, driven by health and wellness trends, with stabilisation of price points expected

Positive forecast for organic juice will encourage future entrants

Yerba mate to see ongoing sales, with a premium positioning expected in order to face competition from other categories

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