

Spirits in Argentina

<https://marketpublishers.com/r/S1FD4F9DCB9EN.html>

Date: June 2023

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: S1FD4F9DCB9EN

Abstracts

Spirits consumption increased notably in both off- and on-premise terms, driven by a huge incremental volume growth of bitters, which reached the highest historical consumption in 2022. Bitters, which hold the majority of spirits consumption in Argentina, with mature consumption, showed upbeat growth again in 2022. Bitters is driven by the most popular spirits brand in Argentina, Fernet Branca, which besides being a premium brand captures the lion's share of spirits due to strong brand equity am...

Euromonitor International's Spirits in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

Get a detailed picture of the Spirits 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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SPIRITS IN ARGENTINA

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2022 DEVELOPMENTS

Bitters reach highest historical consumption in 2022

English gin continues to benefit from its fashionable and trendsetting image

Craft spirits boom, driven by local English gin offerings

PROSPECTS AND OPPORTUNITIES

Vodka and English gin will continue to grow at a faster rate

E commerce will continue to outperform, driven by national brand owners and retailers

On-trade set to record further growth; however, sales will be limited by an unstable macroeconomic situation

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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