



Euromonitor
International

Rtds in Argentina

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of RTDs decline as consumers limit consumption of discretionary items

Cepas Argentinas leads with Dr. Lemon, while second-placed Grupo Peñaflor improves its share

Small local grocers and discount stores gain ground during economic strain

PROSPECTS AND OPPORTUNITIES

Drinks perceived by consumers to be healthier are set to be in high demand

Further innovation is expected with the aim of widening the consumer base

Players are expected to focus on their retail e-commerce presence, boosting online growth

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

Drink driving

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Smoking ban

Opening hours

On-trade establishments

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DISCLAIMER

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