



**Euromonitor
International**

Meals and Soups in Argentina

November 2025

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Meals and Soups in Argentina - Category analysis

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2025 DEVELOPMENTS

A positive performance for meals and soups

INDUSTRY PERFORMANCE

Value sales stabilise while volume recovers in both retail and foodservice

Frozen pizza shows significant value growth, while volume sales of ready meals return to positive figures

WHAT'S NEXT?

Positive sales ahead for ready meals, while soups will continue to struggle in volume terms

Health-related concerns will continue to restrict sales of soups

El Noble will continue to lead frozen ready meals

COMPETITIVE LANDSCAPE

Unilever holds strong lead in meals and soups

Sibarita brand sees strongest growth midst acquisition process

CHANNELS

Small local grocers benefit from proximity, while supermarkets and hypermarkets benefit from large freezer sections

Distribution channels benefit from discontinuation of the Precios Justos programme

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Cooking Ingredients and Meals in Argentina - Industry Overview

EXECUTIVE SUMMARY

Slow economic recovery and price increases hinder demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price challenges and the global trade war

Healthy and wellness trends continue

Comfort on a limited budget

WHAT'S NEXT?

Positive ongoing growth, with stabilising prices leading to lower value sales, and volume supported by baseline demand
Companies will use innovations and new product launches to stand out from the crowd
Supermarkets and hypermarkets expected to recover

COMPETITIVE LANDSCAPE

Unilever holds the lead, with local player Arcor in second overall place
Company growth linked to category performance

CHANNELS

Small local grocers continue to benefit from proximity
All distribution channels see positive growth
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