



HW Staple Foods in Argentina

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Regulatory changes and shifting consumer priorities drive reformulation across staple foods

INDUSTRY PERFORMANCE

Food labelling law and economic pressures reshape health and wellness options in staple foods
Rising demand and expanded offerings support growth for gluten free staples
The natural claim faces challenges amid import constraints to Argentina

WHAT'S NEXT

The labelling law is set to drive ongoing reformulation, especially in processed fruits and vegetables
Health-focused reformulation and the expansions of the gluten free claim
The natural claim will being to recover as economic conditions improve

CATEGORY DATA

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Health and Wellness in Argentina - Industry Overview

EXECUTIVE SUMMARY

Labelling laws and economic pressures shape health and wellness trends in 2024

INDUSTRY PERFORMANCE

Argentina's front-of-pack labelling law drives product reformulation and innovation
Natural, gluten-free, fortified and functional products drive sales in Argentina

WHAT'S NEXT

Health and wellness claims are expected to grow through ongoing product reformulation and innovation

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