



Bottled Water in Argentina

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Navigating inflation: Bottled water in Argentina finds new growth drivers

INDUSTRY PERFORMANCE

Bottled water sales show moderate rebound

Strong performance by functional bottled water driven by health trend

WHAT'S NEXT?

Solid future growth for bottled water driven by natural healthy perception

Flavoured bottled water to offer greater competition to carbonates and concentrates

Front labelling laws likely to further support sales of bottled water

COMPETITIVE LANDSCAPE

IVESS leads with low margins, high sales and home delivery bottled water

Discounter Dia benefits from competitive pricing of its private label range

CHANNELS

Supermarkets leads distribution, gaining share from small local grocers

E-commerce supported by online platforms of retailers and brands' DTC options

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[Soft Drinks in Argentina - Industry Overview](#)

EXECUTIVE SUMMARY

Navigating economic recovery, health trends, and evolving retail dynamics

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Partial rebound for soft drinks amidst ongoing challenges

2025 characterised by price-sensitivity and rising health trends

WHAT'S NEXT?

Positive outlook as improving local economy drives consumers' purchasing decisions

Healthier lifestyles to influence new product development

Climate change to remain an influential factor in availability of ingredients

COMPETITIVE LANDSCAPE

Coca-Cola Argentina SA retains convincing leadership of soft drinks

Local player pursues aggressive expansion plan

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Small local grocers loses ground despite benefiting from close proximity to neighbourhoods

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