



**Euromonitor
International**

Other Hot Drinks in Argentina

November 2025

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Other Hot Drinks in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved performance by other drinks due to several factors

INDUSTRY PERFORMANCE

Rebound of other hot drinks driven by yerba mate in 2025

Cultural significance and health positioning support demand for yerba mate

WHAT'S NEXT?

Yerba mate's mature profile is expected to lose ground to coffee and tea

Flavoured powder drinks to explore better-for-you offerings to address health trends

COMPETITIVE LANDSCAPE

Cooperativa Agricola de la Colonia Leibig gains further share to gain leadership of other hot drinks

Marketing investment leads to significant share gain for La Cachuera

CHANNELS

Supermarkets remains leading distribution channel for other hot drinks

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Hot Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Mixed performance for hot drinks in Argentina

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INDUSTRY PERFORMANCE

Improving economic outlook but many consumers remain cautious with spending

Further price rises hinder stronger volume performance by some hot drinks

National drink yerba mate drives demand for other hot drinks

Coffee thrives in foodservice while still struggling via retail

WHAT'S NEXT?

Positive outlook in line with Argentina's improving economy

Rise in health-conscious attitudes and labelling laws to inform new product development

Further weather fluctuations likely to present several threats

COMPETITIVE LANDSCAPE

Nestlé Argentina retains lead of fairly consolidated competitive landscape

Local player records dynamic growth through marketing investment and retail expansion

CHANNELS

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