



Euromonitor  
International

# Coffee in Argentina

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## Coffee in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Coffee continues to be challenged by volatile weather but some formats thrive

#### INDUSTRY PERFORMANCE

Higher coffee prices due to impact of climate change result in further retail volume decline

Fresh coffee beans and pods thrive in difficult environment

#### WHAT'S NEXT?

Positive outlook but coffee will remain vulnerable to fluctuating weather conditions, necessitating adaptability by players

Specialist coffee shops will continue expanding, underpinning consumers' appreciation for premium offerings

#### COMPETITIVE LANDSCAPE

Nestlé Argentina retains convincing leadership of coffee

Juan Valdez's dynamic growth driven by expanding distribution strategy

#### CHANNELS

Supermarkets and hypermarkets dominate distribution of coffee

Strong performance by e-commerce as players look to expand presence

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## Hot Drinks in Argentina - Industry Overview

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Mixed performance for hot drinks in Argentina

### KEY DATA FINDINGS

#### 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

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Wide network of supermarkets drives distribution but small local grocers still appeal

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