



RTD Tea in Argentina

November 2025

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RTD Tea in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Niche category finds growth in wellness trends and digital channels

INDUSTRY PERFORMANCE

RTD tea sales remain limited in Argentina due to lack of a tea culture

Reduced sugar shows promise in line with rising health trends

WHAT'S NEXT?

Positive outlook but RTD tea's appeal is likely to be restricted to affluent consumers

RTD tea variants with specific health properties may attract new consumers

Kombucha offers potential as new functional drink

COMPETITIVE LANDSCAPE

Fitoplus regains lead of consolidated competitive landscape

CHANNELS

Supermarkets continues to lead distribution with expansive store network

E-commerce continues to make gains with wider product offer

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Soft Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Navigating economic recovery, health trends, and evolving retail dynamics

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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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