



Euromonitor
International

Cooking Ingredients and Meals in Argentina

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Table of Contents

Cooking Ingredients and Meals in Argentina

EXECUTIVE SUMMARY

Slow economic recovery and price increases hinder demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price challenges and the global trade war

Healthy and wellness trends continue

Comfort on a limited budget

WHAT'S NEXT?

Positive ongoing growth, with stabilising prices leading to lower value sales, and volume supported by baseline demand

Companies will use innovations and new product launches to stand out from the crowd

Supermarkets and hypermarkets expected to recover

COMPETITIVE LANDSCAPE

Unilever holds the lead, with local player Arcor in second overall place

Company growth linked to category performance

CHANNELS

Small local grocers continue to benefit from proximity

All distribution channels see positive growth

Could wholesalers be the next big thing thanks to meeting wider consumer demands?

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust value sales and steady volume growth for edible oils

INDUSTRY PERFORMANCE

Edible oils sees an overall positive performance

Sunflower oil shows the strongest value and volume growth

WHAT'S NEXT?

A positive outlook for edible oils and modern retailers
Olive oil will continue to benefit from its healthy image
No major innovations expected over the forecast period

COMPETITIVE LANDSCAPE

Molino Cañuelas SA takes the lead in edible oils
Private label sees the strongest growth

CHANNELS

Small local grocers maintain popularity as the leading distribution channel
Distribution channels benefit from discontinuation of the Precios Justos programme

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for meals and soups

INDUSTRY PERFORMANCE

Value sales stabilise while volume recovers in both retail and foodservice
Frozen pizza shows significant value growth, while volume sales of ready meals return to positive figures

WHAT'S NEXT?

Positive sales ahead for ready meals, while soups will continue to struggle in volume terms
Health-related concerns will continue to restrict sales of soups
El Noble will continue to lead frozen ready meals

COMPETITIVE LANDSCAPE

Unilever holds strong lead in meals and soups
Sibarita brand sees strongest growth midst acquisition process

CHANNELS

Small local grocers benefit from proximity, while supermarkets and hypermarkets benefit from large freezer sections
Distribution channels benefit from discontinuation of the Precios Justos programme

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for sauces, dips and condiments

INDUSTRY PERFORMANCE

Overall positive performance attributed to versatile nature of category

Sauces shows the best performance, thanks to offering a wide range of popular options for different needs

WHAT'S NEXT?

Positive sales will continue, as value sales stabilise and volume is supported by baseline demand

Home cooking trends will help to support sales

Spicy flavours will be among the main innovations

COMPETITIVE LANDSCAPE

Unilever maintains lead thanks to ongoing success of Hellmann's and Knorr brands

Brands see growth due to positive performance of the category

CHANNELS

Small local grocers benefit from proximity

Distribution channels benefit from discontinuation of the Precios Justos programme

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

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Sweet Spreads in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for sweet spreads

INDUSTRY PERFORMANCE

Sweet spreads benefit from being perceived as affordable indulgence

Nut and seed based spreads see robust sales in both value and volume terms

WHAT'S NEXT?

Sweet spreads will continue to enjoy a positive performance

High sugar content in sweet spreads not expected to significantly hamper growth

New innovations expected in sweet spreads over the forecast period

COMPETITIVE LANDSCAPE

Arcor SAIC maintains strong lead thanks to robust brand portfolio

Carrefour's significant company growth demonstrates the strength of private label

CHANNELS

Sweet spreads see a balance across traditional and modern channels

Distribution channels benefit from discontinuation of the Precios Justos programme

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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