

Cheese in Argentina

September 2023

Table of Contents

Cheese in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Soft cheese leads growth as players focus on discounts to attract consumers
Spreadable cheese declines; however, sales are higher than those seen in 2019
Savencia acquires Sucesores de Alfredo Williner, improving its position

PROSPECTS AND OPPORTUNITIES

Foodservice set to fully recover from COVID-19 at the start of the forecast period
Sales to rise for affordable options, appreciated during times of economic hardship
Food labelling legislation challenges sales as black octagons confuse consumers

CATEGORY DATA

- Table 1 - Sales of Cheese by Category: Volume 2018-2023
- Table 2 - Sales of Cheese by Category: Value 2018-2023
- Table 3 - Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Cheese by Category: % Value Growth 2018-2023
- Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 6 - Sales of Soft Cheese by Type: % Value 2018-2023
- Table 7 - Sales of Hard Cheese by Type: % Value 2018-2023
- Table 8 - NBO Company Shares of Cheese: % Value 2019-2023
- Table 9 - LBN Brand Shares of Cheese: % Value 2020-2023
- Table 10 - Distribution of Cheese by Format: % Value 2018-2023
- Table 11 - Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 12 - Forecast Sales of Cheese by Category: Value 2023-2028
- Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Argentina - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The Big Picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 19 - Penetration of Private Label by Category: % Value 2018-2023
- Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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