

Cider/Perry in Argentina

June 2024

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Cider/Perry in Argentina - Category analysis

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2023 DEVELOPMENTS

Positive growth amidst economic challenges, taking volume from sparkling wine and beer sales

Cider becomes an innovative and dynamic marketplace

Premiumisation consolidates, led by 1888, 1930, and a vibrant craft movement

PROSPECTS AND OPPORTUNITIES

Faster growth expected driven by fierce competition

Premium offerings to gain ground, taking volume from sparkling wine

Craft cider/perry to continue growing in upscale on-trade facilities

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