

Spirits in Argentina

June 2024

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Spirits in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant spirit sales amidst slower spending, with bitters showing remarkable growth
White spirits outperform in bars and restaurants, driven by vodka and English gin cocktail culture
On-trade sales surpass pre-COVID-19 levels driven by increasing cocktail culture

PROSPECTS AND OPPORTUNITIES

Rebound in spirit sales expected after fiscal adjustments by Milei's government
Continued growth in English gin sales driven by both global and craft offerings
E-commerce to continue growing, driven by national brand owners and retailers

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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On-trade vs off-trade split
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