# Bottled Water in Argentina

## November 2023

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## Bottled Water in Argentina - Category analysis

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Economic crisis pushes demand for larger pack sizes and bulk home deliveries

Aguas Danone leads bottled water thanks to collaboration with CCU

Coca-Cola intensifies diversification strategy with bottled water variants

### PROSPECTS AND OPPORTUNITIES

Purified water set to solidify presence thanks to home delivery soda siphon players

Flavoured water will be seen as healthier alternative to carbonates

New labelling laws expected to benefit sales of bottled water

### CATEGORY DATA

## Soft Drinks in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

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