

# Juice in Argentina

November 2023

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## Juice in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Upbeat growth for 100% juice thanks to natural and healthy positioning

Droughts limit available fruit for juices

Coca-Cola leads overall, with its Cepita brand number one in nectars, as players compete through price positioning and enjoy further expansion

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to continue playing crucial role in future growth of juice

New product development may capture new consumers

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