

# Fine Wines/Champagne and Spirits in Argentina

October 2023

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## Fine Wines/Champagne and Spirits in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines is the largest subcategory in terms of value sales in 2023

Pernod Ricard Argentina SA is the number one player in fine wines/champagne and spirits in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits expected to increase in constant 2023 terms over 2023-2028

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