

# HW Hot Drinks in Argentina

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hot drinks consumption sees a shift towards health and wellness products  
Natural underlines its credentials as a major health and wellness hot drinks category  
No caffeine on the rise in 2022 as stress becomes a bigger issue

#### PROSPECTS AND OPPORTUNITIES

Increasing preference for healthier hot drinks to face pressure due to falling spending  
Natural hot drinks remains significant as consumers shun artificial products  
Gluten free set to rise as a health and wellness positioning in other hot drinks

#### CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

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Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

[Health and Wellness in Argentina - Industry Overview](#)

### EXECUTIVE SUMMARY

Overview

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