

# HW Cooking Ingredients and Meals in Argentina

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price sensitivity and health concerns continue to shape consumption habits  
Gluten free enjoys a significant health and wellness positioning in cooking ingredients and meals  
Good source of vitamins sees growth in 2022 as Knorr focuses on its soup range

#### PROSPECTS AND OPPORTUNITIES

More soy- and oat-based products to emerge in response to rising demand  
Demand for gluten free to continue rising as improved gut health remains a major theme  
Plant-based to register growth as consumers increasingly shun meat and dairy

#### CATEGORY DATA

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### Health and Wellness in Argentina - Industry Overview

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Overview

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