



Cafés/Bars in Argentina

February 2024

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Cafés/Bars in Argentina - Category analysis

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2023 DEVELOPMENTS

Independent specialist coffee and tea shops gain importance while Starbucks invests in innovation

Stall in growth of independent bars/pubs selling craft beer

Argentine brands expand to other countries

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Increase in product offer to drive greater consumption throughout the day

Coffee prices spike, while specialist shops become more accessible

Franchise model continues to drive category expansion

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