



Spirits in Argentina

June 2024

Table of Contents

Spirits in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnant spirit sales amidst slower spending, with bitters showing remarkable growth
White spirits outperform in bars and restaurants, driven by vodka and English gin cocktail culture
On-trade sales surpass pre-COVID-19 levels driven by increasing cocktail culture

PROSPECTS AND OPPORTUNITIES

Rebound in spirit sales expected after fiscal adjustments by Milei's government
Continued growth in English gin sales driven by both global and craft offerings
E-commerce to continue growing, driven by national brand owners and retailers

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 1 - Benchmark Brands 2023

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2018-2023
Table 2 - Sales of Spirits by Category: Total Value 2018-2023
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 15 - GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 16 - NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 19 - Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Argentina - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 2 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Table 22 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 - Research Sources

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