



Spirits in Argentina

June 2023

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Spirits in Argentina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bitters reach highest historical consumption in 2022
English gin continues to benefit from its fashionable and trendsetting image
Craft spirits boom, driven by local English gin offerings

PROSPECTS AND OPPORTUNITIES

Vodka and English gin will continue to grow at a faster rate
E commerce will continue to outperform, driven by national brand owners and retailers
On-trade set to record further growth; however, sales will be limited by an unstable macroeconomic situation

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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