



ARGENTINA

Identity Card



 SURFACE

2 780 400 KM²

 POPULATION

41,446,246

 CAPITAL

BUENOS AIRES

 LANGUAGE

SPANISH

RELIGION



90%

CATHOLICS

%CHANGE FMCG
VALUE SALES, 2013



30.30%



GDP PER CAPITA 14 760 \$

TOP 3 EXPORT CHINA, BRAZIL, USA

TOP 3 IMPORT BRAZIL, ECUADOR, CHILE

CURRENCY ARGENTINA PESO



ARGENTINA

Retail & Confidence

INTERNET SHOPPING



12%

WILL PURCHASE FOOD
ONLINE IN THE
NEXT 6 MONTHS

69%

FIND ONLINE
SHOPPING
CONVENIENT

CONSUMER
CONFIDENCE
INDEX

68



41%

THINK THE STATE OF THEIR OWN PERSONAL FINANCES
IN THE NEXT 12 MONTHS WILL BE GOOD OR EXCELLENT

COMPARED TO THIS TIME LAST YEAR...

81%

HAVE CHANGED THEIR SPENDING
TO SAVE ON HOUSEHOLD EXPENSES

59%

HAVE SWITCHED TO CHEAPER
GROCERY BRANDS

47%

HAVE CUT DOWN ON
TAKE-AWAY MEALS

23%

HAVE CUT DOWN ON OR
BUY CHEAPER BRANDS
OF ALCOHOL



ARGENTINA

Fresh Products

HOW MANY PURCHASES PER WEEK?



**FRUITS &
VEGETABLES**
CONSUMED
PER DAY

WHERE DO THEY BUY MOST OFTEN



51%
FISH SHOP
19%
SUPERMARKET
14%
HYPERMARKET



58%
FRUIT & VEGETABLE SHOP
17%
SUPERMARKET
9%
HYPERMARKET



56%
BAKERY
16%
SUPERMARKET
9%
TRAD. GROCERY



ARGENTINA

Snacking



IN WHICH OUTLET DO YOU OFTEN BUY SNACKS?

GROCERY/FOOD SUPERMARKET STORES **57%**

CONVENIENCE STORES **43%**

MASS-MERCHANDISERS /HYPERMARKETS **41%**

SMALL, LOCAL NEIGHBORHOOD STORES **34%**

SPECIALTY STORES **18%**

56%
AGREE THAT MOST OF THEIR SNACK PURCHASES ARE
UNPLANNED



THINKING ABOUT THE SNACKS YOU ATE IN THE LAST MONTH, WHY DID YOU CONSUME THESE SNACKS?

TO SATISFY HUNGER BETWEEN MEALS

29%

FOR ENJOYMENT

58%

TO PROVIDE NUTRITION

29%



THINKING ABOUT THE SNACKS YOU EAT, WHICH HEALTH ATTRIBUTES ARE VERY IMPORTANT TO YOU? (TOP 3)

NATURAL FLAVOURS

50%

ALL NATURAL

55%

HIGH IN FIBER

45%