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Retail Food Sector

2007

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Report Highlights:

Food and beverage sales in the Argentine retail market are projected up at \$23 billion in 2008. Sales of imported products are expected to continue to recover primarily because higher purchasing power, economic growth, and higher prices in dollar terms of local products make imported foods and beverages more price competitive.

Includes PSD Changes: No
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INTRODUCTION

The Argentine food and beverage (F&B) market is expected to continue to expand further in 2008. As Argentina continues to recover from the 2002 economic crisis, its Gross Domestic Product (GDP), after falling 10.5 percent in 2002, is expected to continue growing.

The retail market, as well as the economy in general, has been recuperating strongly, but with significant changes. Some of these changes will remain for some time, but other areas are rapidly going back to what they were prior to the crisis. The main impact of the economic crisis in 2002 on the retail sector was: higher food prices in peso terms; lower food prices in dollar terms, which encouraged many local processors to export; a steep drop in domestic sales and consumption; a reduction in the size of packages; disappearance of many lines of products; appearance of old, discontinued brands; increased sales of basic foods; a drop in sales of higher-value products, such as frozen foods and imported products; and, the increase of F&B sales in small grocery stores.

The Argentine retail sector, after the devaluation, lost much of what it had gained in the past decade. However, from mid-2003 onwards there have been good signs of recovery in the market. Following are the main trends for 2008:

- continued price increases (most local economists project for 2007 an inflation rate of between 12-13 percent);
- continued growth in sales;
- recovery in market share of larger supermarkets, compared to traditional stores and smaller supermarkets;
- recovery in sales of brand names and high-value products;
- increased purchases of imported F&B (primarily in large supermarket chains, not in small supermarkets nor grocery stores);
- improved deli/gourmet sections in upscale stores;
- expansion of private label products;
- company credit cards offered by large retailers;
- continued marketing activities through brochures and in-store promotions;
- consumers' renewed interest in convenience, service, and quality, instead of price;
- incorporation of some strategic stores by large retailers to compete with wholesalers (lower prices and larger volumes);
- increase of product lines and supply of informal credit by kiosks and grocery stores;
- strong investment in new openings of supermarkets and wholesalers;
- smaller store formats, concentrating on proximity, a wider variety of product supply, premium brands and service; and,
- expansion primarily in the interior of the country (large and mid-size cities).

SECTION I. MARKET SUMMARY

- Argentine total F&B retail sales for 2007 are estimated at US\$23 billion.
- In 2006, hypermarkets, superstores, and warehouse stores (locally known as "hard discount stores" and mostly operated by large retailers) accounted for approximately 40 percent of the total F&B sales (down from 43 percent in 1998); and small supermarkets, grocery stores, and kiosks, about 60 percent. Currently, following consumers' needs, warehouse stores are incorporating more brand names and service; thus, becoming smaller supermarkets.
- Hypermarkets and superstores are the retail formats which have most grown since 1990. However, due to the economic recession in 1999/02, their market share

dropped in favor of smaller supermarkets, warehouse stores, and grocery stores.

During the past couple of years, they have been recuperating some of their customers due to low prices, promotional campaigns, and greater product variety.

- On the one hand, warehouse stores offer lower-price products, i.e. private labels and B-Brands and, on the other hand, grocery stores provide credit to less affluent consumers, are close-by, and provide personalized service. This has resulted in larger market share for both of them, especially after the crisis.
- Several of the leading international retail companies are operating in Argentina: Wal Mart, Carrefour-Promodes, Casino, Auchan, and Jumbo. Coto and La Anonima are the only large retailers which still have local ownership. Ahold (Disco), which purchased several local retail companies in the 1990s, is being taken over by Jumbo.
- Strong competition and concentration in Buenos Aires city and suburbs. However, during the past few years, hypermarkets and superstores have expanded into the interior of the country through the purchase of smaller chains.
- Customers previously only focused on low prices and good value. As a result, during the crisis, large retailers launched private labels, B-brands, and other low-price alternatives. However, during the past few months, as a result of salary increases and a higher purchasing power, the Argentine consumer has become more sophisticated, although he/she still compares prices before deciding any purchase. He/she values convenience, first brands, quality, variety, proximity, and has overall become more optimistic.
- Supermarket private labels for F&B products account for approximately 13 percent of the total supermarket sales. There is a wide variety of F&B products sold under private label.
- Brand names are coming back, as well as high-value food products, such as frozen foods and non-essential products (biscuits, snacks, confectionery, beverages).
- During the past few years, large retail companies had tremendous negotiating power, putting strong pressure on their suppliers, e.g. free stock for every new store inauguration, high slotting fees, financial support for marketing, longer payment terms, etc. Since the economic crisis, supermarkets have had to become more flexible since, after the devaluation, local manufacturers have become more competitive in foreign markets.
- F&B sales in hypermarkets and superstores account for approximately 70 percent of total sales.
- As an average, Argentines spend about 33 percent of their income in F&B.
- Although F&B imports have been gradually recuperating, in 2007 they will be at about 67 percent of what they were in 2001.
- Approximately 75 percent of all imported F&B are sold through hypermarkets, superstores and supermarkets. Overall, imported products include those commodities which are not domestically produced, such as canned palm hearts, tuna fish and pineapple, and also canned corn, peas and tomatoes, counter-seasonal fruits (bananas, kiwifruit, grapes, watermelon, melon, peaches and plums), and a few confectionery products, some sauces, dried fruits and nuts, wine and other alcoholic beverages, isotonic beverages, among others, especially those of premium brands.
- After the 2002 devaluation, F&B imports decreased drastically by approximately 72 percent, and the number of domestically-produced items decreased by 20 percent. Meanwhile, there was a gradual import substitution with locally-manufactured products. F&B imports are projected at \$650 million in 2008.

Value of Retail Sales of Imported Food and Beverage vs. Domestic Products (in US\$ billion)

Retail Sales/Year	2001	2002	2003	2004	2005	2006	2007
Imported F&B - CI&F	0.86	0.24	0.30	0.35	0.39	0.43	0.58
Imported F&B - retail price	2.6	0.7	0.9	1.1	1.2	1.3	1.7
Domestic F&B - retail price	29.4	9.3	13.4	14.1	16.8	17.5	21.0
Imp/Total F&B Retail Sales %	8.1	7.2	6.3	7.0	6.7	7.0	7.6

2007 FAS estimate

Trends in Distribution Channels

- Large investment in the retail sector. Practically all retail formats are increasing in number: Warehouse stores (incorporating product variety and service), supermarkets, supercenters, wholesalers, traditional grocery stores, and shopping malls.
- Concentration through new openings, mergers and acquisitions is expected to continue growing. Carrefour-Promodes owns Norte, and Dia, with almost 30 percent of total supermarket sales. Jumbo has purchased Disco (including their warehouse formats "Veja" and "Plaza Veja"), owned by Ahold, but the government still has to approve the merger. Together, they account for over 20 percent of total supermarket sales.
- Wholesale clubs (Sam's and Makro's Kargo) closed their stores in the late 1990s, as the format did not "catch on".
- Large retailers have modern centralized warehouses, whereas grocery stores and small supermarkets suffer from inefficient distribution and logistical systems.
- With the growth in sales of small grocery stores, wholesalers have increased their market share. There are 5-6 solid companies that offer good service. Almost all of these companies are investing heavily. Currently, smaller Asian supermarkets are being supplied directly by manufacturers, avoiding wholesalers as intermediaries.
- Large retail chains face fierce competition among themselves, and against smaller supermarkets and grocery stores, which prompts them to implement promotional campaigns based on low prices and discounts, improve service, and offer a wide variety of products.
- The upper/middle-high socioeconomic strata usually buy in hypermarkets since they value variety and service. They also make small purchases of fresh products in nearby smaller stores. The middle class usually shop in small supermarkets and warehouse stores. Lower-income consumers typically shop in traditional grocery stores.
- Supermarkets sell primarily non-perishable products, carbonated and alcoholic beverages, cold cuts, dairy products and cheese. Between 30-40 percent of meats and poultry are sold in supermarkets and the balance in traditional/specialized stores. Supermarkets have a relatively small market share of fruits, vegetables and bread sales, although they are incorporating more fresh products.
- Due to a major concern about incorporating healthier eating habits, consumption of functional F&B, and low-calorie and fat-free products (especially, dairy products, sandwich bread, flavored water, and fruit juices) increased significantly during the past couple of years.
- Internet and telephone sales are being used by a small percentage of more affluent consumers. However, this habit is becoming more and more popular among

consumers with a higher purchasing power. As reported in a Euromonitor report, "sales through non-store retailing are expected to increase by 26 percent, reaching about \$1,840 million by 2010".

- Home and office delivery by retailers has regained popularity after becoming more restricted, during the past few years, as service had lost importance in the local price-driven market.
- With a higher purchasing power and a lower unemployment rate, value has become increasingly important among the majority of consumers.
- Most purchases of domestically-produced items by hypermarkets and superstores are undertaken directly with processors, avoiding intermediaries.
- Superstores purchase imported F&B directly and through local importers, agents, and/or representatives.
- Imported F&B are coming back. Large supermarkets are buying again after liquidating stocks in 2002/03. In most hypermarkets, approximately 7 percent of the F&B are imported.
- F&B are imported primarily from Mercosur countries (Mercosur is composed of Brazil, Uruguay, Paraguay, and Argentina; Chile, Bolivia, Venezuela and Peru are associate members) because of lower freight costs and zero tariffs for most goods.
- Buenos Aires city and suburbs represent roughly 45 percent of the country's F&B sales. The balance is distributed in the rest of the country, primarily in 10 large cities.

Number and Type of Food & Beverage Retail Outlets (2006)

Type of Store	Number of Outlets	% of Total Outlets
Hypermarkets	109	0.02
Superstores	1,338	0.22
Small Supermarkets or Independent grocers (incl. warehouse stores)	131,152	20.67
Grocery Stores (incl. mom-&-pop and food specialty stores)	496,343	78.23
Convenience Stores	5,480	0.86
Total	634,422	100

Source: FAS Buenos Aires based on data published in Euromonitor reports

Trends in Services Offered by Retailers

- Store credit cards.
- Incorporation of home meal replacement services, such as hot and frozen meals.
- A few hypermarkets offer some ethnic and kosher food, and organic products. They also have a special area devoted to imported products which is expanding.
- Home and office delivery. Kiosks and convenience stores mainly provide office delivery.
- A limited percentage of more affluent consumers do their shopping by phone and the Internet. However, this service is becoming more and more popular. In 2005, on-line

retail sales increased by 50 percent compared to the previous year. In 2006, 62 percent of the population had Internet connection.

- During the past few years, there were some openings of other food and non-food businesses annexed to hypermarkets and superstores, such as movie theaters, food quarters, entertainment parks, etc.
- In addition, inexpensive fast food restaurants were incorporated inside the stores.

Outlook for U.S. Exports of Food & Beverage Products

Below are the strengths and weaknesses of U.S. F&B products:

ADVANTAGES	CHALLENGES
Argentine consumers think of U.S. products as high quality and reliable.	Mercosur preferential tariffs encourage inter-regional trade. Brazilian competition is strong for many products.
Many Argentines have traveled and studied in the U.S., and know American culture and products. Exposure is also expanding through cable TV and the Internet.	There have been relatively small initial purchases by importers, which discourage U.S. suppliers and increase unit costs.
Most local retail chains want to carry a good variety of imported F&B on their shelves.	There is a large local supply of many F&B products.
Practically all imported food from the U.S. and the E.U. is considered gourmet.	Large foreign investment in the domestic food industry during the 1990's improved efficiency, quality, and competition.
U.S. F&B products are known for their quality, value and variety.	Higher distribution costs are incurred to reach the interior of the country and smaller cities.
Hypermarket and superstore expansion in the interior permits good country coverage.	Local importers perceive a lack of flexibility and response from most U.S. exporters.
Large retail chains have more opportunities to deal with foreign suppliers.	There is a large number of U.S. companies which consolidate mixed containers.
There is a good local cold chain. The market for frozen and chilled products is growing fast.	High value of the dollar (vis-à-vis the peso) makes imported products more expensive.
Local retailers have gained exposure to U.S. exporters and products through FAS activities.	Economic conditions and unemployment limit sales.
Attractive U.S. labeling and packaging increase local acceptance.	Advertisement and marketing of locally manufactured products is very effective.
A growing local F&B industry opens new opportunities to imported food ingredients.	

SECTION II. ROAD MAP FOR MARKET ENTRY

A. HYPERMARKETS OR SUPERCENTERS, SUPERSTORES AND WAREHOUSE OUTLETS

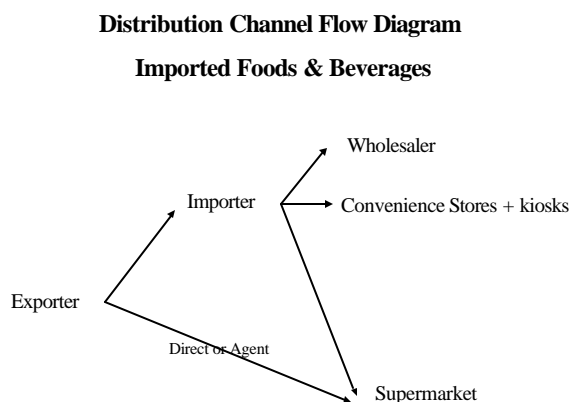
Entry Strategy

The best method to import a product will depend upon the product, the importer, and retailers. However, successful trade depends upon the commitment of the exporter to devote the time and resources necessary for building a market for his/her product(s). In general, imported F&B come into Argentina through any of the following ways:

- Direct imports by supermarkets. Import or purchasing managers of large retail companies identify food products in international food shows, buying missions, etc. They establish a direct contact with the foreign supplier or local agent and import the products directly. Due to small initial volumes, it is common for them to use large wholesalers or consolidators in the U.S.
- Local agents, who work closely with large retail chains. Imports are done on behalf of supermarkets on a commission basis. They stay on top of the product to supervise its marketing and brand development.
- Local F&B importers, who import products at their own financial risk, and then market them in supermarkets and/or hotels, restaurants and institutional (HRI) establishments. There are a few of these who have been in the market for several years and have well-established brands. They mainly specialize in gourmet foods.

Local processors (mainly subsidiaries of multinational companies) such as Nestle, Kraft, Cadbury, Heinz, Mars, Danone, etc., who import and distribute products usually manufactured by their sister companies. Imports through this channel dropped significantly with the economic crisis, but some companies have reinitiated imports.

Market Structure



Company Profiles (2006)

Retailer/ Mkt. Share (%)	Ownership	Est. F&B Sales US\$ Million	No. of Outlets	Locations	Purchasing Agent Type
Carrefour/ Norte/Dia (29.5)	French	1,600	150	National	Direct, agent, importer
Coto (18)	Local	1,100	109	Buenos Aires/Large Cities	Direct, agent, importer
Jumbo/ Disco/Vea/ Plaza Vea (17)	Chilean	980	236	National	Direct, agent, importer
La Anonima/ Quijote/Best (8.5)	Local	508	112	Primarily South of Argentina (Patagonia)	Direct, importer
Libertad/ Leader Price (owned by Casino) (7)	French/Local	370	38	Center-North of Argentina	Direct, agent, importer
Wal-Mart (5.4)	US	318	15	Buenos Aires/ Large Cities	Direct, agent, importer
Toledo/ Ahorro Facil (1.8)	Local	95 (Toledo only)	65 (both)	S.E. Buenos Aires Province	Direct, agent, importer
Eki (1)	US	100	159	Buenos Aires City and Province, and Province of Santa Fe	Direct, agent, importer

Source: FAS Buenos Aires based on data from private sources.

Argentina has mainly the following retail store formats:

- Hypermarkets (+5,000 sqm., +25 checkouts, driving distance, delivery)
- Supermarkets (400/5,000 sqm., 4/25 checkouts, walking distance, delivery)
- Small supermarkets or superettes (-400 sqm., less than 3 checkouts, proximity, delivery)
- Warehouse stores (-800 sqm, proximity, 2-3 checkouts, low prices, 65 percent of private label products and B-brands, a few first-brands, 500-1,500 products, delivery)
- Buenos Aires city and suburbs are covered by all four above formats.
- Larger cities (mainly provincial capitals) have primarily supermarkets and superettes, and several have hypermarkets.
- Smaller cities (less than 100,000 people) have primarily superettes and some supermarkets.
- Warehouse stores continue growing in popularity. IN 2006, they totaled around 560 stores, and their annual sales were estimated at \$390 million. Approximately 14 percent of the upper class, 18 percent of the middle class and 26 percent of the lower class shop in these types of stores.

- During the past few years, local hypermarket and superstore chains offered a limited selection of imported products due to recession and devaluation, mainly in stores located in the most affluent areas of Buenos Aires city and suburbs (where one third of the country's population lives, and almost half of the sales are done). However, with the gradual recovery of the economy and a more stable "peso" (Argentine unit of currency), they have managed to re-build their lines of imported F&B, targeting consumers with a higher purchasing power.
- Approximately 70 percent of the upper class, 50 percent of the middle class and about 20 percent of the lower class shop in hypermarkets and superstores.

B. CONVENIENCE STORES, GAS MARTS, KIOSKS

Entry Strategy

- The best method for new-to-market exporters is to enter the market through importers who have their own distribution networks, and to a lesser degree, through wholesalers.
- It should be noted that participation in trade shows, especially SIAL Mercosur, and other professional trade shows foster contact between U.S. suppliers and importers primarily from the Mercosur region.
- In general, a local representative is helpful in coordinating negotiations with retailers. Most food importers sell directly to this subsector.
- Selling to gas-marts owned by oil companies should be done via the purchasing managers. The owners of kiosks and convenience stores are the ones to take purchasing decisions.

Market Structure

Please refer to flow chart in Section II. A.

Company Profiles

Retailer Name	Ownership	F&B Sales (\$ Million)	No. of Outlets	Locations	Purchasing Agent Type	Mkt. Share %
Repsol YPF (Full/Servi Compras)	Spanish	48	1100	Nationwide	Importer/distributor	N/A
Shell (Select)	British/Dutch	5	900	Nationwide	Importer/distributor	N/A
Petrobras (Spacio 1)	Brazilian	18	700	Nationwide	Importer/distributor	N/A
Esso Shops	U.S.	1	700	Nationwide	Importer/distributor	N/A

Source: FAS Buenos Aires based on data published by private sources.

- Gas mart chains or convenience stores (C-stores) started operation in the late 1980s as a separate division of oil companies. Their F&B sales account for approximately 65 percent of their total sales.
- There are approximately 5,500 C-stores and gas marts all over the country. They are typically located within gas stations either in cities or on highways. They are open 24 hours a day and offer a wide variety of F&B products (approximately 2,000), such as frozen food, fast food, snacks, cookies, confectionery items, alcoholic and non-alcoholic beverages, dairy products, etc. They also include a gift area and an eating area with microwaves. Some gas marts have ATM machines, Internet access, WI-FI technology, and telephone booths.
- During the past few years, they have been incorporating promotions based on price/value.
- Curiously, C-stores do not compete with each other but primarily with kiosks in proximity.
- Customers of C-stores in cities, mostly teenagers, usually make impulse purchases (e.g. confectionery items), or because of their proximity and the fact that they are open 24 hours a day. Customers of C-stores on highways are primarily travelers.
- Twenty four-hour service and their relative security are some of the major attractive features of gas marts.
- C-stores are expected to continue expanding and represent a good channel for imported F&B since a high percentage of their customers belong to the more affluent stratum of society. Over 50 percent of C-store customers belong to middle class and 40 percent, to the upper/middle class.
- C-stores located in Buenos Aires City and suburbs account for more than half of the total sales of this format.
- Kiosks are smaller than gas marts. They primarily sell confectionery products, snacks, cigarettes, soft drinks, ice cream, etc. They do not have eating areas, and most of them are family-run. Some kiosks have become maxikiosks, with self-service shelves and a wider product variety.
- Kiosks account for approximately 10 percent of the total retail sales of F&B products.
- Kiosk customers belong to all socio-economic classes. Maxikiosks are popular among students, and workers, who purchase inexpensive food.
- Larger kiosks have incorporated vending machines.
- Most imported items sold in C-stores and kiosks are chocolates, alcoholic beverages, cigarettes, ice cream and confectionery products.
- The location of C-stores and kiosks in Argentina is mostly related to consumption patterns. Buenos Aires City and suburbs show a higher concentration of outlets, followed by major cities such as Córdoba, Rosario, Mendoza, Tucumán, Mar del Plata, Bahía Blanca, Santa Fe, Paraná, Neuquén, and Salta.

C. TRADITIONAL MARKETS - "MOM & POP" SMALL INDEPENDENT GROCERY STORES (including small supermarkets)

Entry Strategy

- The best method to enter the market is the same as for convenience stores (please refer to Section B).

Market Structure

Please refer to flow chart in Section II. A.

Subsector Profile

- In 2006, traditional stores accounted for about 60 percent of the total retail sales of F&B products, compared with approximately 35 percent in 2001. Around 15 years ago, traditional markets comprised 73 percent of the total sales of F&B products.
- In the last decade, this subsector showed a gradual decline in favor of supercenters and superstores. However, as a result of the economic crisis, sales in both grocery stores and small supermarkets have grown fast. Many customers with a lower purchasing power prefer these due to their proximity, and the fact that they make smaller purchases, many times with short-term credit. Moreover, prices at grocery stores have become similar to those in supermarkets.
- Customers of traditional stores primarily belong to the middle and lower-middle socioeconomic classes.
- The growing penetration of the upper-middle class in this format was due to a change in consumer behavior, shifting from monthly to bi-weekly or weekly purchases. As of mid 2003, more affluent consumers resumed monthly purchases in hypermarkets and superstores.
- During the past few years, their market share went up slightly due to recession and growing unemployment, with more people buying with credit, which is generally granted by the owners of small grocery stores.
- Only a small percentage of imported F&B is sold through traditional stores.

SECTION III. COMPETITION

- Argentina is essentially a food-producing and exporting country.
- Of all retail F&B sold in 2007 only 7 percent was imported.
- Although volumes of imported F&B decreased significantly after devaluation in early 2002, supermarkets are reincorporating imported U.S. consumer-ready food products.
- Highly-rated hotels in Argentina continued importing some premium products because of their high quality and variety.
- Food products are imported mainly from Mercosur countries (primarily Brazil and Chile) due to three main reasons: proximity, reduced preferential import tariffs, and favorable exchange rate. Imported products also come from Ecuador, European countries (especially Spain, France, Italy, and Germany) and the United States.

The following table lists the advantages and disadvantages of both local and imported F&B products:

	ADVANTAGES	DISADVANTAGES
Locally Produced	<ul style="list-style-type: none"> * established products * established brands * established manufacturers * adapted to local preferences * fresher/longer shelf-life * less expensive * wide distribution * strong marketing support 	<ul style="list-style-type: none"> * not always the best quality * slower in introducing new novelty products * expensive slotting fees * limited selection
Imported	<ul style="list-style-type: none"> * quality * novelty * availability (in case of products with limited local production) * variety * good image * improved and more attractive packaging 	<ul style="list-style-type: none"> * significantly more expensive * shorter shelf-life (by the time it arrives) * different taste * poor or no marketing support * distribution limitations (run out of stocks) * import costs

The following is a brief description of the market per major retail product categories:

- Snack food of U.S. origin has a very good reputation, but its demand dropped significantly after the peso devaluation. The main market player in Argentina is PepsiCo, which holds over 70 percent of the Argentine snack food market. PepsiCo locally produces many U.S. brands. U.S. potato chips in cans are back in the market.
- Domestic production of breakfast cereals is also very significant. U.S.-owned companies established in Argentina (Kellogg's, Quaker and General Cereals) lead the market. However, some varieties are still imported, especially from Brazil. There are a few medium/large local companies as well. Consumption stopped growing after the economic crisis, and has been recovering during the past year.
- Argentina produces and exports large volumes of beef. Thus, imports are not significant although some sweetbreads were imported from the United States until early 2002, when Argentina established new sanitary regulations banning imports. Imported pork accounted for approximately half the domestic demand until 2001. However, the economic crisis has forced its reduction to very low volumes. Product comes primarily from Brazil (currently suspended due to the Foot and Mouth Disease crisis). Although Argentina's poultry production and exports are increasing sharply, some very small volumes of inexpensive products are imported from Brazil.
- Argentina is self-sufficient in dairy production and exports high quality products to many markets. However, some imports of whey, special milks and specialty cheeses take place.
- There are large imports of preserved fish and seafood specialties (primarily canned tuna), coming from Ecuador, Thailand, and Brazil.
- Some fruits, which are not produced locally, are imported, such as bananas (Brazil and Ecuador) and kiwifruit (Chile and Italy). There are imports of canned fruits, especially pineapple from Thailand, S. Africa, and Indonesia. Canned palm hearts are also imported in significant quantities from Ecuador and Brazil.

- Argentine imports of tree nuts (primarily almonds) have recovered because of the economic rebound. Of what is imported, Chile dominates the market, followed by the U.S.
- Imports of soft drinks and mineral water are recovering to pre-crisis levels. There are large local manufacturers, including Coca Cola and PepsiCo, which compete strongly in the market. Beer imports are recovering quite strongly. The main suppliers are Mexico and the E.U. Quilmes, a local beer brand accounts for approximately 70 percent of the market. Wine imports almost disappeared after the devaluation but are recovering slowly. France, Spain and Belgium are the main suppliers
- Argentina has expanded its pet food production, especially after the opening of several manufacturing plants owned by foreign companies such as Procter & Gamble, Nestle/Purina, Heinz, Mars/Effem and Colgate Palmolive. However, some *premium* pet food is imported, primarily from Brazil, followed by the U.S.

SECTION IV. BEST PRODUCT PROSPECTS

The best product prospects for U.S. F&B in the Argentine retail market are as follows:

Product Type	Present in the Market w/Good Sales Potential	Not Present in Significant Quantities but w/Good Sales Potential	Not Present because They Face Significant Barriers	Barriers
Pork, frozen				***
Chocolate	X			
Canned Veggies.	X			
Fruit & Nut Prep.	X			
Sugar Confection.	X			
Fresh Citrus				***
Soups	X			
Sauces & Prep.	X			
Cookies/Snacks	X			
Isotonic Bvgs./ Energy Drinks	X			
Fresh Stone Fruits				***
Fr. Deciduous Fruits				***
Food Ingredients	X			
Convenience Foods		X		

*** Please contact our office for current phytosanitary regulations

SECTION V. POST CONTACT AND FURTHER INFORMATION

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