



Aceite de oliva: el mercado mundial y el desempeño comercial de la Argentina [

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text (article)

Analítica

Olive cultivation covers approximately 100.000 hectares in Argentina and has become an important manufacturing sector in various purely agro-industrial regions of this country. The progress of olive oil industry and its particular dependence on foreign markets give rise to this article. The main objective was to describe the evolution of world olive oil market, and evaluate the sector's competitiveness in the country. The main results are: first of all, that the Argentine product is positioned in the international market, despite having submitted competitiveness problems; and secondly, in the current post-crisis scenario, it could continue gaining market driven by a recovery in global demand and directing production towards relatively more dynamic destinations

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