

Consumer Health in Argentina

September 2024

Table of Contents

Consumer Health in Argentina

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 2 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2019-2024Table 4 - Sales of Consumer Health by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Consumer Health: % Value 2020-2024Table 6 - LBN Brand Shares of Consumer Health: % Value 2021-2024Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024Table 8 - Distribution of Consumer Health by Format: % Value 2019-2024Table 9 - Distribution of Consumer Health by Format and Category: % Value 2024Table 10 - Forecast Sales of Consumer Health by Category: % Value 2024-2029Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches Summary 1 - OTC: Switches 2023-2024

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

Analgesics in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rampant inflation drives up prices forcing consumers to make cutbacks Acetaminophen sales boosted by dengue outbreak Higher levels of innovation in topical analgesics supports sales

PROSPECTS AND OPPORTUNITIES

Analgesics may rebound driven by more affordable packs Further switches from RX to OTC may fuel OTC sales of analgesics Higher strength acetaminophen, aspirin and ibuprofen products will gain ground

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2019-2024Table 13 - Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Analgesics: % Value 2020-2024Table 15 - LBN Brand Shares of Analgesics: % Value 2021-2024Table 16 - Forecast Sales of Analgesics by Category: Value 2024-2029Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

Sleep Aids in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales of sleep aids hampered by weaker economy Laboratorios Gramon Millet SA leads with strong performance of Melatol Local laboratory Natufarma is expected to gain ground as natural remedies gain appeal

PROSPECTS AND OPPORTUNITIES

Sleep aid sales to rebound amid anxiety over the cost of living crisis Herbal/traditional sleep aids are set to grow at faster pace Online sales will continue gaining ground in key urban cities

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2019-2024Table 19 - Sales of Sleep Aids: % Value Growth 2019-2024Table 20 - NBO Company Shares of Sleep Aids: % Value 2020-2024Table 21 - LBN Brand Shares of Sleep Aids: % Value 2021-2024Table 22 - Forecast Sales of Sleep Aids: Value 2024-2029Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

Cough, Cold and Allergy (Hay Fever) Remedies in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Real value growth hampered by weak economic scenario Warmer climate and pollution drive sales of antihistamines/allergy remedies Arcor and Mondelez lead with strong position in medicated confectionery

PROSPECTS AND OPPORTUNITIES

Positive outlook supported by warmer climate and seasonal trends Further switches from RX to OTC may fuel decongestants Popularity of medicated confectionery to remain strong amid innovation

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Dermatologicals in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dermatological sales retract in alignment with economic crisis

Adverse weather conditions boost demand for antipruritics Laboratorio Elea SACIF y A leads in dermatologicals

PROSPECTS AND OPPORTUNITIES

Economic recovery to renew volume growth in dermatologicals Rate of volume growth will be dampened by lower purchasing power Hair loss treatment sales to expand driven by innovation and future new releases

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2019-2024
Table 31 - Sales of Dermatologicals by Category: % Value Growth 2019-2024
Table 32 - NBO Company Shares of Dermatologicals: % Value 2020-2024
Table 33 - LBN Brand Shares of Dermatologicals: % Value 2021-2024
Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024
Table 35 - Forecast Sales of Dermatologicals by Category: Value 2024-2029
Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

Digestive Remedies in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digestive remedies hit by lower consumption Switch from RX to OTC help to support sales of digestive remedies Weaker dietary habits drive demand for digestive remedies

PROSPECTS AND OPPORTUNITIES

Consumer demand set to rise as the economy improves Proton pump inhibitors growth to be fuelled by recent switch from RX to OTC Herbal digestive options may rise amid growing consumer awareness

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2019-2024
Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
Table 39 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Eye Care in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Eye care sales fall as household budgets come under pressure Pharmadorf SA dominates in eye care Laboratorio Poen supports Ketif brand with campaign

PROSPECTS AND OPPORTUNITIES

Greater consumer exposure to screens to bolster eye care sales Ageing population to support eye care in the forecast period Players likely to develop different ranges of standard eye care

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2019-2024

Table 44 - Sales of Eye Care by Category: % Value Growth 2019-2024

 Table 45 - NBO Company Shares of Eye Care: % Value 2020-2024

 Table 46 - LBN Brand Shares of Eye Care: % Value 2021-2024

 Table 47 - Forecast Sales of Eye Care by Category: Value 2024-2029

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

NRT Smoking Cessation Aids in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

NRT smoking cessation aids supported by desire to quit smoking NRT patches reap benefit of stronger Argentinian Peso GlaxoSmithKline Argentina leadership position aligns with strong advertising budget

PROSPECTS AND OPPORTUNITIES

Strong growth potential due to health concerns and tighter regulations on smoking Wide availability of cheap cigarettes could thwart government efforts to reduce tobacco consumption New players and innovation may stimulate further growth

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Wound Care in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic hardship curbs wound care volume sales Beiersdorf (Argentina) SA remains the clear leader in wound care Government strategy supports imported brands

PROSPECTS AND OPPORTUNITIES

Consumer price-sensitivity set to remain high Private label likely to increase value share in wound care Gauze, tape and other wound care may record slower growth due to lower advertising budget

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2019-2024Table 57 - Sales of Wound Care by Category: % Value Growth 2019-2024Table 58 - NBO Company Shares of Wound Care: % Value 2020-2024Table 59 - LBN Brand Shares of Wound Care: % Value 2021-2024Table 60 - Forecast Sales of Wound Care by Category: Value 2024-2029Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

Sports Nutrition in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition sales enjoy solid volume growth E-commerce channel provides catalyst to sports nutrition sales Empresa de Nutricion Argentina leads whilst Arcor enters with Raptor

PROSPECTS AND OPPORTUNITIES

Expanding consumer base set to drive growth in sports nutrition Prices hikes for protein and creatine may impact future growth Creatine shortages may challenge further growth of sports nutrition

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2019-2024
Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024
Table 64 - NBO Company Shares of Sports Nutrition: % Value 2020-2024
Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024
Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029
Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

Dietary Supplements in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dietary supplements play a key role in the expansion of health food shops and pharmacies Growing interest in probiotics and magnesium amid holistic health approach Collagen sales continue to rise driven by a wide array of players

PROSPECTS AND OPPORTUNITIES

Consolidation in the competitive landscape is expected in forecast period Probiotics supplements and magnesium variants are set to continue driving sales Direct selling set to benefit from rising price sensitivity and inflation

CATEGORY DATA

- Table 68 Sales of Dietary Supplements by Category: Value 2019-2024
- Table 69 Sales of Dietary Supplements by Category: % Value Growth 2019-2024
- Table 70 Sales of Dietary Supplements by Positioning: % Value 2019-2024
- Table 71 NBO Company Shares of Dietary Supplements: % Value 2020-2024
- Table 72 LBN Brand Shares of Dietary Supplements: % Value 2021-2024
- Table 73 Forecast Sales of Dietary Supplements by Category: Value 2024-2029
- Table 74 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Vitamins in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vitamins sales retract amid difficult economy

Dynamic and innovative marketplace driven by new players and products Bayer leads amid increasing competition from Arcor, Gramon Millet and international players

PROSPECTS AND OPPORTUNITIES

Sustainable growth expected driven by increasing health concerns New branded players, as well as private labels, are expected to bring momentum to the category E-commerce is expected to gain relevance in coming years

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2019-2024
Table 76 - Sales of Vitamins by Category: % Value Growth 2019-2024
Table 77 - Sales of Multivitamins by Positioning: % Value 2019-2024
Table 78 - NBO Company Shares of Vitamins: % Value 2020-2024
Table 79 - LBN Brand Shares of Vitamins: % Value 2021-2024
Table 80 - Forecast Sales of Vitamins by Category: Value 2024-2029
Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Weight Management and Wellbeing in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand weakens amid economic crisis and lower spending patterns Weight loss supplement sales underpinned by products delivering higher levels of satiety Abbot Laboratories Argentina leads with Ensure and Glucerna brands

PROSPECTS AND OPPORTUNITIES

Players to target a broader consumer audience New product development may boost weight management sales in the coming years Direct sellers may grow driven by value-for-money products

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2019-2024Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

 Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

 Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

 Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

Herbal/Traditional Products in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products continue to grow as consumers look for natural solutions Arcor and Mondelez Argentina lead in otherwise fragmented category Herbalife loses ground due to business transformation

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products are projected to see healthy growth Ageing consumers may add extra strength to the expansion of the category Consumers more willing to pay extra for natural products

CATEGORY DATA

 Table 88 - Sales of Herbal/Traditional Products by Category: Value 2019-2024

- Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Paediatric Consumer Health in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales are forecast to decrease in volume terms hampered by the economic crisis Bayer remains the undisputed leader driven by Aspirinetas Bayer Arcor seeks to solidify position with the expansion of Simple

PROSPECTS AND OPPORTUNITIES

Unstable economic scenario likely to remain a threat during the upcoming years Diverse strategies may fuel extra growth in the forecast period Health and wellness trend and retail shelf expansion set to boost sales

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2019-2024Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

 Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-argentina/report.