



Euromonitor
International

Consumer Health in Uruguay

October 2023

Table of Contents

Consumer Health in Uruguay

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in constant value sales

Aspirin registers significant fall in volume sales

Gramon Bagó strong performer in 2023, due to extensive acetaminophen offerings

PROSPECTS AND OPPORTUNITIES

Muted growth in mature, competitive product area

Increasing competition from herbal/traditional products

Generic analgesics increasingly popular

CATEGORY DATA

Table 11 - Sales of Analgesics by Category: Value 2018-2023

Table 12 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant fall in volume sales as inflation and less worry about COVID-19 both have an impact

Medicated confectionery registers healthy volume growth

Sanofi-Aventis retains its leading position in 2023

PROSPECTS AND OPPORTUNITIES

Consumers focus on basics, as long as inflation is high

Herbal/traditional alternatives dampen volume sales of analgesics

Entry of Farmacity from Argentina shakes up competitive landscape

CATEGORY DATA

Table 17 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 20 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 21 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dermatologicals continues to benefit from society opening up

Local, lower priced brands more likely to win value share

Megalabs remains in top position, with a wide portfolio

PROSPECTS AND OPPORTUNITIES

E-commerce key battleground

Continued healthy volume growth over forecast period

Focus on sustainability, as well as price

CATEGORY DATA

Table 23 - Sales of Dermatologicals by Category: Value 2018-2023

Table 24 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 26 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 27 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 28 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate constant value and volume growth in 2023

Preventative digestive health measures growing

Megalabs retains strong lead in 2023

PROSPECTS AND OPPORTUNITIES

Healthier lifestyles dampen volume sales
Ageing population will drive growth for digestive remedies
Emphasis on natural products

CATEGORY DATA

Table 29 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 30 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 32 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 33 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 34 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Wound Care in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care continues to recover from removal of pandemic restrictions
Heightened price sensitivity drives surge in parallel trade from Argentina
Competitive landscape becoming more fragmented

PROSPECTS AND OPPORTUNITIES

Pharmacies continue to be most trusted retailer
Discounts continue to be key tool over forecast period
Added-value needed to stand out from the crowd

CATEGORY DATA

Table 35 - Sales of Wound Care by Category: Value 2018-2023
Table 36 - Sales of Wound Care by Category: % Value Growth 2018-2023
Table 37 - NBO Company Shares of Wound Care: % Value 2019-2023
Table 38 - LBN Brand Shares of Wound Care: % Value 2020-2023
Table 39 - Forecast Sales of Wound Care by Category: Value 2023-2028
Table 40 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Sports Nutrition in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sport nutrition continues to register healthy growth in 2023
Protein/energy bars registers highest volume growth
No change in status quo in 2023

PROSPECTS AND OPPORTUNITIES

Wider consumer base drives growth
E-commerce a significant channel
Further growth for sports nutrition RTD and protein/energy bars

CATEGORY DATA

Table 41 - Sales of Sports Nutrition by Category: Value 2018-2023
Table 42 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 43 - NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 44 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 45 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 46 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Dietary Supplements in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Second year of volume decline

Direct seller Omnilife continues to lead in 2023

Dietary supplements highlight natural properties

PROSPECTS AND OPPORTUNITIES

Multi-channel presence vital over forecast period

Environmental consciousness continues to shape purchasing decisions

Protein supplements register healthy volume growth

CATEGORY DATA

Table 47 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 48 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 49 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 50 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 51 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 52 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 53 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales, driven by sharp drop in demand for vitamin C

Incipient growth for multivitamins

Bayer retains lead in 2023

PROSPECTS AND OPPORTUNITIES

Single vitamins register higher volume growth than multivitamins

Direct sellers adopt multi-channel strategy

Further segmentation in multivitamins

CATEGORY DATA

Table 54 - Sales of Vitamins by Category: Value 2018-2023

Table 55 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 56 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 57 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 58 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 59 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 60 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales growth above inflation rate

Leader Herbalife loses further value share
Products with more natural positioning gain value share

PROSPECTS AND OPPORTUNITIES

E-commerce key battleground
Rising obesity rates contributes to growth
Shift in focus from losing weight to being healthy

CATEGORY DATA

Table 61 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023
Table 62 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
Table 63 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
Table 64 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
Table 65 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand holds steady, in spite of rising prices
Landscape increasingly fragmented
Herbal/traditional sleep aids sees highest value growth

PROSPECTS AND OPPORTUNITIES

Continued growth over forecast period
Older people key consumer base
Focus on climate change widens consumer base

CATEGORY DATA

Table 67 - Sales of Herbal/Traditional Products: Value 2018-2023
Table 68 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023
Table 69 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 70 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 71 - Forecast Sales of Herbal/Traditional Products: Value 2023-2028
Table 72 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

Paediatric Consumer Health in Uruguay

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in constant value sales, as inflation hits profitability
Sharp volume decline for paediatric vitamins and dietary supplements
Megalabs leads, followed by Laboratorios Bagó

PROSPECTS AND OPPORTUNITIES

Falling birth rate dampens volume sales
Shift towards natural products over forecast period
Players focus on child-friendly design

CATEGORY DATA

Table 73 - Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 74 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 75 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 76 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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-uruguay/report.