

Weight Management and Wellbeing in Argentina

September 2024

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Weight Management and Wellbeing in Argentina - Category analysis

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

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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

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DISCLAIMER

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