

# Consumer Health in Latin America

April 2024

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## REGIONAL OVERVIEW

Latin America expected to be the most dynamic region over 2023-2028

Post-pandemic dip and high inflation combine to impact growth in 2022

Overall OTC has the biggest share of Latin American consumer health sales

Dengue proves to be a problem in post-pandemic Brazil in 2023

Vitamins and dietary supplements declining in Mexico in 2023

Vitamins and dietary supplements dominate the new sales added over 2018-2023

Sports nutrition performing strongly in Brazil post-pandemic

Pharmacies the leading consumer health retail distribution channel

Direct selling continues to lose share

## LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscapes across the region

Genomma Lab secures loan to expand its OTC medications across the region

Leading players tend to be present across much of the region

Brazilian sports nutrition brand Integralmédica moves up the brand rankings

## FORECAST PROJECTIONS

Healthy growth rates expected in real value terms throughout 2023-2028

Phygital world offers interesting opportunities for pharmacies

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