

Consumer Health in Latin America

April 2024

Table of Contents

INTRODUCTION

Scope

Key findings

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

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

Colombia: Market Context

Colombia: Competitive and Retail Landscape

Costa Rica: Market Context

Costa Rica: Competitive and Retail Landscape

Dominican Republic: Market Context

Dominican Republic: Competitive and Retail Landscape

Ecuador: Market Context

Ecuador: Competitive and Retail Landscape

Guatemala: Market Context

Guatemala: Competitive and Retail Landscape

Mexico: Market Context

Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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 focusing 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-latin-america/report.