



Consumer Health in Argentina

September 2023

Table of Contents

Consumer Health in Argentina

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 Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of aspirin and ibuprofen rebound in aftermath of COVID-19 pandemic

Topical analgesics with cannabidiol go from strength to strength

Bayer shows signs of recovery, but its share remains below pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Further growth expected, with stronger analgesic options benefitting from return to outdoor activities

Topical analgesics have potential for expansion

Higher doses of acetaminophen, aspirin and ibuprofen will gain additional ground

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

Sleep Aids in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of sleep aids supported by increased stress as result of economic instability

Elisium SA continues to lead sales

Local player Natufarma gains ground, amid trend towards natural remedies

PROSPECTS AND OPPORTUNITIES

Sleep aids set to grow further, as consumers become increasingly anxious about the domestic economy and global issues

Herbal/traditional sleep aids will lead growth

E-commerce will increase its penetration in key urban cities

CATEGORY DATA

Table 17 - Sales of Sleep Aids: Value 2018-2023

Table 18 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 20 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 21 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 22 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cough and cold remedies continue to recover, in line with normalisation of consumer lifestyles

Allergy remedies see continued growth

Procter & Gamble sees strong growth of Vick portfolio

PROSPECTS AND OPPORTUNITIES

Consumption set to grow as consumers return to outdoor lifestyles, although seasonality will remain a key factor

Cetirizine to help drive sales of antihistamines/allergy remedies

Medicated confectionery to benefit from an emphasis on sugar-free products

CATEGORY DATA

Table 23 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 26 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 27 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in demand for dermatologicals, in keeping with normalisation of consumer lifestyles

Antiparasitics see dynamic performance, driven by new product development

Laboratorios Phoenix leads sales, supported by Pervinox brand

PROSPECTS AND OPPORTUNITIES

Further growth expected for dermatologicals, supported by the return of in-store displays

Further expansion anticipated in hair loss treatments

Online sales are predicted to continue improving in the coming years

CATEGORY DATA

Table 29 - Sales of Dermatologicals by Category: Value 2018-2023

Table 30 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 32 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 33 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 34 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 35 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for digestive remedies is driven by return to dining out

Proton pump inhibitors see dynamic performance

Unhealthy dietary habits and ageing population supports sales of digestive remedies in 2023

PROSPECTS AND OPPORTUNITIES

Demand set to rise as growing working age population drives increase in digestive problems

Proton pump inhibitors will grow at the expense of antacids, thanks to popularity of omeprazole

Natural profile digestive remedies are set to rise in the forecast period

CATEGORY DATA

Table 36 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 37 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 38 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 39 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 40 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 41 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Eye Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for eye care products driven by higher levels of screen time

Pharmadorf SA dominates eye care with Irix brand

Pharmacies continue as main distribution channel, due to government regulations banning OTC products

PROSPECTS AND OPPORTUNITIES

Increasing screen exposure will support ongoing sales

Ageing population likely to boost sales of eye care products

Players likely to develop ranges of standard eye care over the forecast period

CATEGORY DATA

Table 42 - Sales of Eye Care by Category: Value 2018-2023

Table 43 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 44 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 45 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 46 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 47 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

NRT Smoking Cessation Aids in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reluctance of Argentinian men to quit smoking limits growth of NRT smoking cessation aids

NRT gum continues to drive sales, due to its affordability

GlaxoSmithKline Argentina maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Government efforts to raise public awareness of health risks of tobacco will ensure continued growth for NRT smoking cessation aids

Wide availability of cheap cigarettes could thwart government efforts to reduce tobacco consumption

Entry of new players within NRT smoking cessation aids could stimulate further growth in coming years

CATEGORY INDICATORS

Table 48 - Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 49 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 50 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 52 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 53 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Wound Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Static demand, due to the negative impact of economic crisis

Product innovation expands scope to include deeper wounds

Beiersdorf (Argentina) dominates sticking plasters/adhesive bandages

PROSPECTS AND OPPORTUNITIES

Return to normal lifestyles will continue to support wound care sales

Consumer price-sensitivity set to remain high, as high rate of inflation continues to erode purchasing power

Private label sales are expected to continue to grow, especially within gauze, tape and other wound care

CATEGORY DATA

Table 55 - Sales of Wound Care by Category: Value 2018-2023

Table 56 - Sales of Wound Care by Category: % Value Growth 2018-2023

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

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

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

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

Sports Nutrition in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth for sports nutrition products, despite government protectionism

Sports nutrition benefits from the growth of e-commerce

Empresa De Nutricion Argentina remains undisputed leader, having benefitted from the scale of its operations

PROSPECTS AND OPPORTUNITIES

Expanding consumer base set to drive growth in sports nutrition during the forecast period

Price hikes for protein may impact future growth

Import barriers may threaten future sales of sports nutrition

CATEGORY DATA

Table 61 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 62 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 63 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 64 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 65 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 66 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Dietary Supplements in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dietary supplements benefit from health and wellness trends, combined with the expansion of health food shops

Innovation drives expansion, with focus on combination varieties

Collagen and magnesium are focus of manufacturer attention

PROSPECTS AND OPPORTUNITIES

Continued growth for dietary supplements, as competitive landscape becomes more consolidated

Combination dietary supplements set to continue to drive sales

Direct selling set to benefit from rising price-sensitivity

CATEGORY DATA

Table 67 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 68 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 69 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 70 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 71 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 72 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 73 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Immune prevention becomes less relevant as consumers return to recreational activities

New product development has vitamin C focus

Bayer leads sales amid increasing competition from Arcor,

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, thanks to a growing consumer interest in preventative health and further segmentation by manufacturers

New branded players, as well as private labels, are expected to bring momentum to the category

Online sales forecast to gain additional ground

CATEGORY DATA

Table 74 - Sales of Vitamins by Category: Value 2018-2023

Table 75 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 76 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 77 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 78 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 79 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 80 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Weight Management and Wellbeing in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed performance in 2023, as consumers reduce spending on non-essential products

Weight loss supplements under government scrutiny due to unrealistic claims

Abbot Laboratories Argentina dominates sales with Ensure and Glucerna brands

PROSPECTS AND OPPORTUNITIES

Sales set to benefit from the broadening of the target market for weight management and wellbeing products

New products to boost sales of weight management and wellbeing products in the coming years

Direct selling likely to see further growth during forecast period

CATEGORY DATA

Table 81 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 82 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 83 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 84 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 85 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

Herbal/Traditional Products in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for herbal/traditional products continues to grow, alongside a growing interest in preventative health

Arcor and Mondelez Argentina lead herbal/traditional products

Trend Herbalife expands its herbal/traditional product portfolio

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to see healthy growth, in line with wellness trends

Ageing population and expansion of dietéticas will further drive demand

Consumers will remain willing to pay extra for natural products

CATEGORY DATA

Table 87 - Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 88 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 89 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 90 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 91 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Paediatric Consumer Health in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of cough, cold and allergy (hay fever) remedies continue to grow in aftermath of the pandemic

Bayer Argentina remains the leading player in 2023 with its Aspirinetas Bayer brand retaining the lion's share in paediatric analgesics

Arcor expands into paediatric consumer health with USD20 million investment

PROSPECTS AND OPPORTUNITIES

High inflation likely to pose threat to sales during the forecast period

Players will use different strategies to attract consumers

Health and wellness trend, alongside an increase in shelf space, is set to boost sales over the forecast period

CATEGORY DATA

Table 93 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 94 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 95 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 96 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 97 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 98 - 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-argentina/report.