

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

September 2023

Table of Contents

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

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

Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Consumer Health in Argentina - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023

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

Table 16 - 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

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