

Weight Management and Wellbeing in Argentina

September 2023

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Weight Management and Wellbeing in Argentina - Category analysis

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

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DISCLAIMER

DEFINITIONS

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