

Dietary Supplements in Argentina

September 2023

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Dietary Supplements in Argentina - Category analysis

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

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DISCLAIMER

DEFINITIONS

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