



Euromonitor
International

Weight Management and Wellbeing in Argentina

September 2025

Table of Contents

Weight Management and Wellbeing in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for weight management and well-being in 2025, driven by economic tailwind and higher spending on non-essential products

Abbot Laboratories Argentina leads with Ensure and Glucerna brands

Direct selling channel gains share, leveraging efficiencies amid high inflation

PROSPECTS AND OPPORTUNITIES

Current value sales set to increase as consumer base broadens

GLP-1 slimming products may diminish further growth of weight loss supplements and slimming teas

Players will seek to emphasise convenience and value-for-money as they vie for share

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in Argentina - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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