

Vitamins in Argentina

September 2023

Table of Contents

Vitamins in Argentina - Category analysis

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 1 Sales of Vitamins by Category: Value 2018-2023
- Table 2 Sales of Vitamins by Category: % Value Growth 2018-2023
- Table 3 Sales of Multivitamins by Positioning: % Value 2018-2023
- Table 4 NBO Company Shares of Vitamins: % Value 2019-2023
- Table 5 LBN Brand Shares of Vitamins: % Value 2020-2023
- Table 6 Forecast Sales of Vitamins by Category: Value 2023-2028
- Table 7 Forecast Sales of Vitamins 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 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 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

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 focusing 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/vitamins-in-argentina/report.