

Vitamins and Dietary Supplements in Latin America

November 2022

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Key findings

REGIONAL OVERVIEW

Latin America the most dynamic region over 2017-2022

Pandemic provides a strong boost to growth in 2020

Argentina most dynamic but Brazil and Mexico make the greatest gains in 2017-2022

Vitamins in Argentina record particularly dynamic growth over 2017-2022

Dietary supplements the biggest category, but vitamins more dynamic over 2017-2022

Collagen is an increasingly important area in dietary supplements

Pharmacies is the leading sales channel for vitamins and dietary supplements...

...but direct selling also continues to play an important role

LEADING COMPANIES AND BRANDS

Vitamins and dietary supplements a fragmented competitive landscape regionally

Bayer benefits from the demand for vitamin C during the pandemic

Top five players well represented across the region

Herbalife Nutrition continues to lead the brand rankings

FORECAST PROJECTIONS

Positive growth expected for Latin America over 2022-2027

Vitamins will continue to outpace dietary supplement in growth terms

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Uruguay: Competitive and Retail Landscape

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