



Euromonitor
International

Herbal/Traditional Products in Argentina

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products sees robust growth, driven by improved economy
Arcor leads sales due to strong presence of Menthoplus in medicated confectionery
Health and personal care stores is the leading channel, offering a wide portfolio of herbal options

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to see healthy growth, in line with improving economy and wellness trends
Ageing population and expansion of dietéticas set to further drive demand for herbal/traditional products
Consumers will continue to be more likely to pay extra for natural products

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