



# Weight Management and Wellbeing in Argentina

September 2025

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## 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

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