



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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