



Euromonitor
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Paediatric Consumer Health in Argentina

September 2025

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Paediatric Consumer Health in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health sales grow as local economy improves

Bayer remains the undisputed overall leader, while Laboratorio Elea SACIF y A gains share

Pharmacies dominates distribution, but direct selling strengthens its share

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More stable economic scenario may boost sales in the coming years

Lower import barriers will benefit global players in the coming years

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