

Dietary Supplements in Argentina

Euromonitor International

October 2021

This sample report is for illustration
purposes only.
Some content and data have been
changed.

To purchase a full version, please visit
www.euromonitor.com

LIST OF CONTENTS AND TABLES

Dietary Supplements in Argentina - Category Analysis	1
KEY DATA FINDINGS.....	1
2021 DEVELOPMENTS.....	1
COVID-19 intensifies the shift from treatment to prevention, with healthfood shops expanding in 2021	1
Collagen and new product launches boosts sales of combination dietary supplements in 2021	
COVID-19 arouses interest in A variety of dietary supplements in 2021	2
PROSPECTS AND OPPORTUNITIES.....	3
Dietary supplements' competitive landscape likely to consolidate during the forecast period ..	3
Combination dietary supplements set to continue driving sales during the forecast period	3
Direct selling set to benefit from rising price sensitivity and inflation in the forecast period	3
CATEGORY DATA.....	3
Table 1 Sales of Dietary Supplements by Category: Value 2016-2021.....	3
Table 2 Sales of Dietary Supplements by Category: % Value Growth 2016-2021	4
Table 3 Sales of Dietary Supplements by Positioning: % Value 2016-2021	5
Table 4 NBO Company Shares of Dietary Supplements: % Value 2017-2021	5
Table 5 LBN Brand Shares of Dietary Supplements: % Value 2018-2021	6
Table 6 Forecast Sales of Dietary Supplements by Category: Value 2021-2026	7
Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2021-2026	8
Consumer Health in Argentina - Industry Overview.....	10
EXECUTIVE SUMMARY.....	10
Consumer health in 2021: The big picture.....	10
2021 key trends.....	10
Competitive landscape	11
Retailing developments	11
What next for consumer health?	12
MARKET INDICATORS	12
Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2016-2021	12
Table 9 Life Expectancy at Birth 2016-2021	12
MARKET DATA.....	12
Table 10 Sales of Consumer Health by Category: Value 2016-2021	12
Table 11 Sales of Consumer Health by Category: % Value Growth 2016-2021	13
Table 12 NBO Company Shares of Consumer Health: % Value 2017-2021.....	13
Table 13 LBN Brand Shares of Consumer Health: % Value 2018-2021	14
Table 14 Distribution of Consumer Health by Format: % Value 2016-2021	15
Table 15 Distribution of Consumer Health by Format and Category: % Value 2021	16
Table 16 Forecast Sales of Consumer Health by Category: Value 2021-2026	17
Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2021-2026	18
APPENDIX.....	18

OTC registration and classification	18
Vitamins and dietary supplements registration and classification	19
Self-medication/self-care and preventive medicine.....	19
Switches	20
DISCLAIMER	20
DEFINITIONS.....	20
SOURCES.....	20
Summary 1 Research Sources.....	20

DIETARY SUPPLEMENTS IN ARGENTINA - CATEGORY ANALYSIS

KEY DATA FINDINGS

Content removed from sample

2021 DEVELOPMENTS

COVID-19 intensifies the shift from treatment to prevention, with healthfood shops expanding in 2021

Content removed from sample

Collagen and new product launches boosts sales of combination dietary supplements in 2021

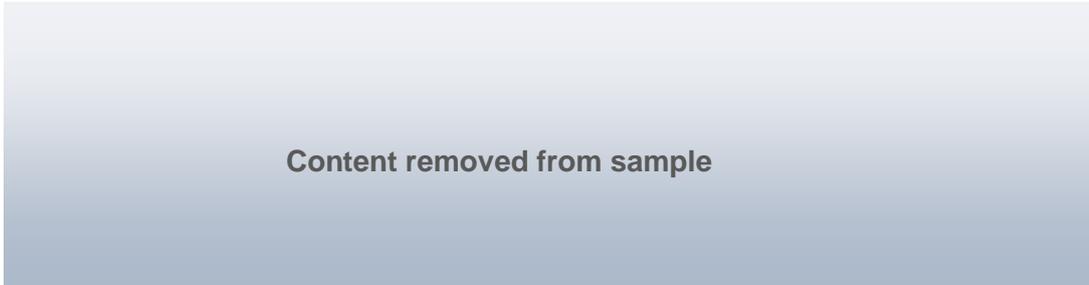
Content removed from sample

COVID-19 arouses interest in A variety of dietary supplements in 2021

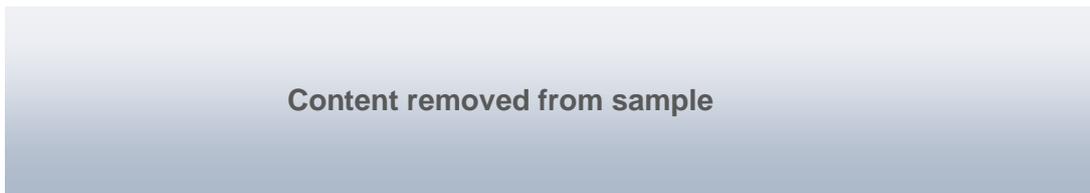
Content removed from sample

PROSPECTS AND OPPORTUNITIES

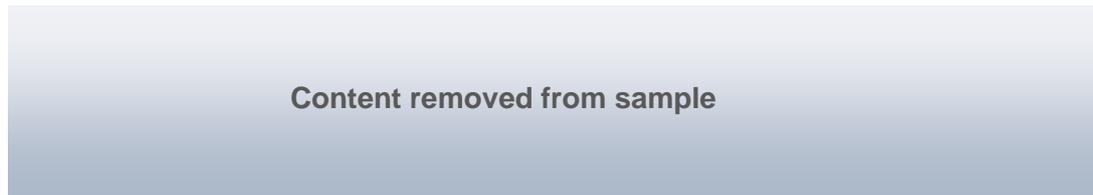
Dietary supplements' competitive landscape likely to consolidate during the forecast period



Combination dietary supplements set to continue driving sales during the forecast period



Direct selling set to benefit from rising price sensitivity and inflation in the forecast period

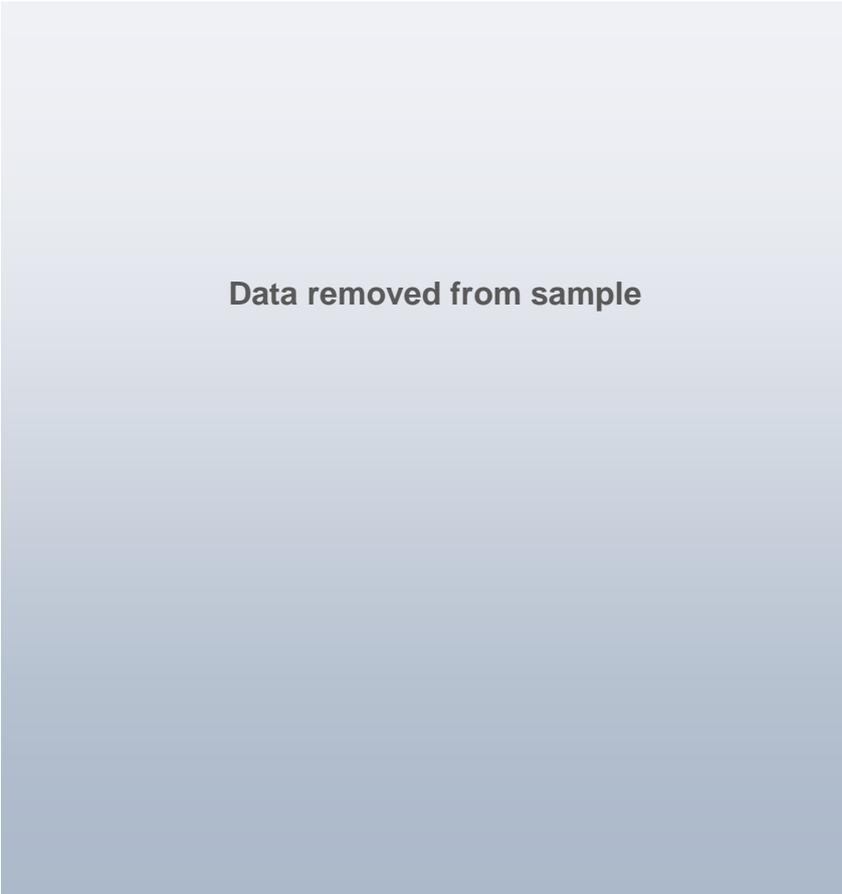


CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2016-2021

ARS million	2016	2017	2018	2019	2020	2021
- Combination Dietary Supplements	Data removed from sample					
- Herbal/Traditional Dietary Supplements						

- Combination Herbal/
Traditional Dietary
Supplements
- Echinacea
- Evening Primrose Oil
- Garlic
- Ginkgo Biloba
- Ginseng
- St John's Wort
- Other Herbal/
Traditional Dietary
Supplements
- Aloe
- Cranberry
- Non-Herbal/
Traditional Dietary
Supplements
- Co-Enzyme Q10
- Combination Non-
Herbal/Traditional
Dietary Supplements
- Eye Health Supplements
- Fish Oils/Omega
Fatty Acids
- Glucosamine
- Minerals
- Calcium Supplements
- Mineral Supplements
- Probiotic Supplements
- Protein Supplements
- Other Non-Herbal/
Traditional Dietary
Supplements
- Dietary Supplements



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: 2021 data is provisional and based on part-year estimates

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2016-2021

% current value growth

2020/21 2016-21 CAGR 2016/21 Total

- Combination Dietary Supplements
- Herbal/Traditional Dietary Supplements
- Combination Herbal/Traditional
Dietary Supplements
- Echinacea
- Evening Primrose Oil
- Garlic
- Ginkgo Biloba
- Ginseng
- St John's Wort
- Other Herbal/Traditional Dietary
Supplements
- Aloe
- Cranberry
- Non-Herbal/Traditional Dietary
Supplements



- Co-Enzyme Q10
- Combination Non-Herbal/Traditional Dietary Supplements
- Eye Health Supplements
- Fish Oils/Omega Fatty Acids
- Glucosamine
- Minerals
- Calcium Supplements
- Mineral Supplements
- Probiotic Supplements
- Protein Supplements
- Other Non-Herbal/Traditional Dietary Supplements
- Dietary Supplements

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: 2021 data is provisional and based on part-year estimates

Table 3 Sales of Dietary Supplements by Positioning: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Beauty	Data removed from sample					
Bone						
Digestive						
Energy						
Eye Health						
General Health						
Heart Health						
Immune System						
Joint						
Memory Health						
Mood/Relaxing						
Other Dietary						
Supplement Positioning						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources
 Note: 2021 data is provisional and based on part-year estimates

Table 4 NBO Company Shares of Dietary Supplements: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------

Data removed from sample

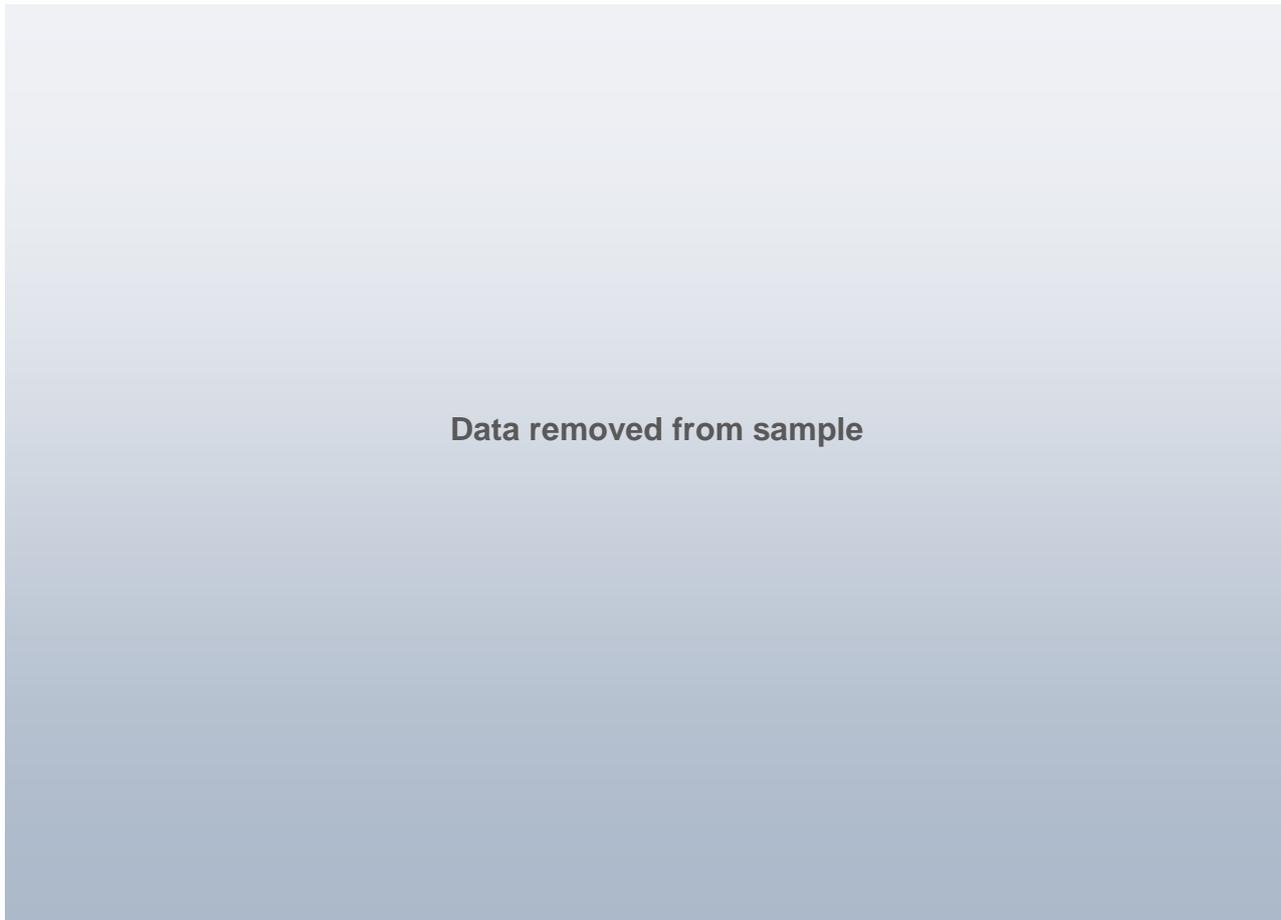
Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

Data removed from sample



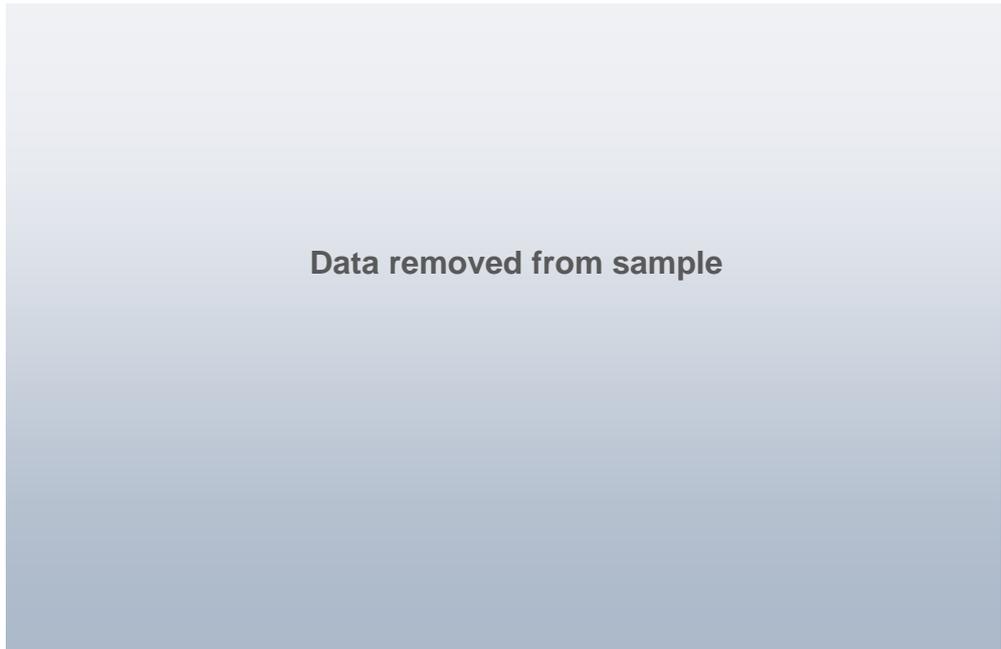
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2021-2026

ARS million

	2021	2022	2023	2024	2025	2026
- Combination Dietary Supplements	Data removed from sample					
- Herbal/Traditional Dietary Supplements						
-- Combination Herbal/Traditional Dietary Supplements						
-- Echinacea						
-- Evening Primrose Oil						
-- Garlic						
-- Ginkgo Biloba						
-- Ginseng						
-- St John's Wort						
-- Other Herbal/						

- Traditional Dietary Supplements
- Aloe
- Cranberry
- Non-Herbal/Traditional Dietary Supplements
- Co-Enzyme Q10
- Combination Non-Herbal/Traditional Dietary Supplements
- Eye Health Supplements
- Fish Oils/Omega Fatty Acids
- Glucosamine
- Minerals
- Calcium Supplements
- Mineral Supplements
- Probiotic Supplements
- Protein Supplements
- Other Non-Herbal/Traditional Dietary Supplements
- Dietary Supplements



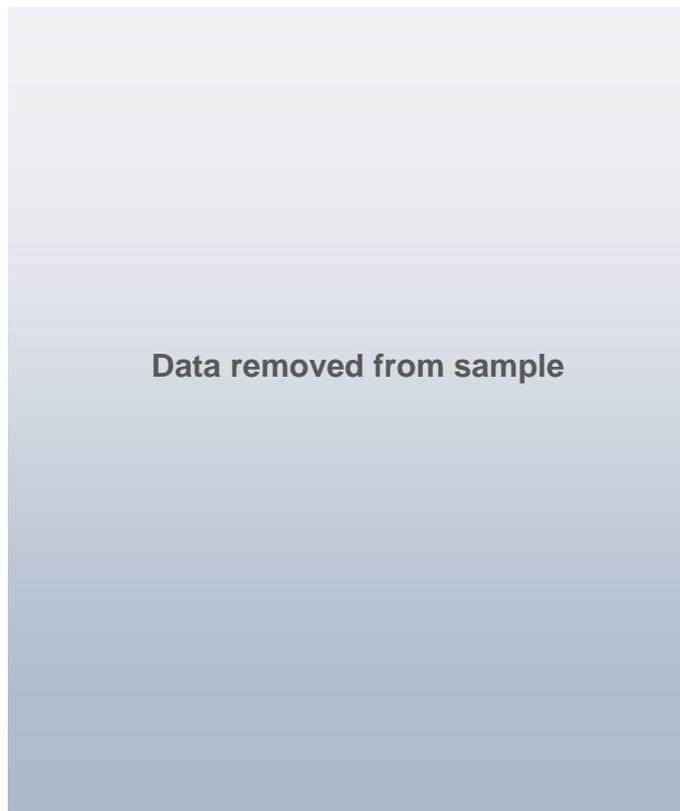
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
 Note: 2021 data is provisional and based on part-year estimates

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2021-2026

% constant value growth

2021/2022 2021-26 CAGR 2021/26 Total

- Combination Dietary Supplements
- Herbal/Traditional Dietary Supplements
- Combination Herbal/Traditional Dietary Supplements
- Echinacea
- Evening Primrose Oil
- Garlic
- Ginkgo Biloba
- Ginseng
- St John's Wort
- Other Herbal/Traditional Dietary Supplements
- Aloe
- Cranberry
- Non-Herbal/Traditional Dietary Supplements
- Co-Enzyme Q10
- Combination Non-Herbal/Traditional Dietary Supplements
- Eye Health Supplements
- Fish Oils/Omega Fatty Acids
- Glucosamine
- Minerals
- Calcium Supplements
- Mineral Supplements



- Probiotic Supplements
- Protein Supplements
- Other Non-Herbal/Traditional
Dietary Supplements
- Dietary Supplements

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews,
trade sources

Note: 2021 data is provisional and based on part-year estimates

CONSUMER HEALTH IN ARGENTINA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

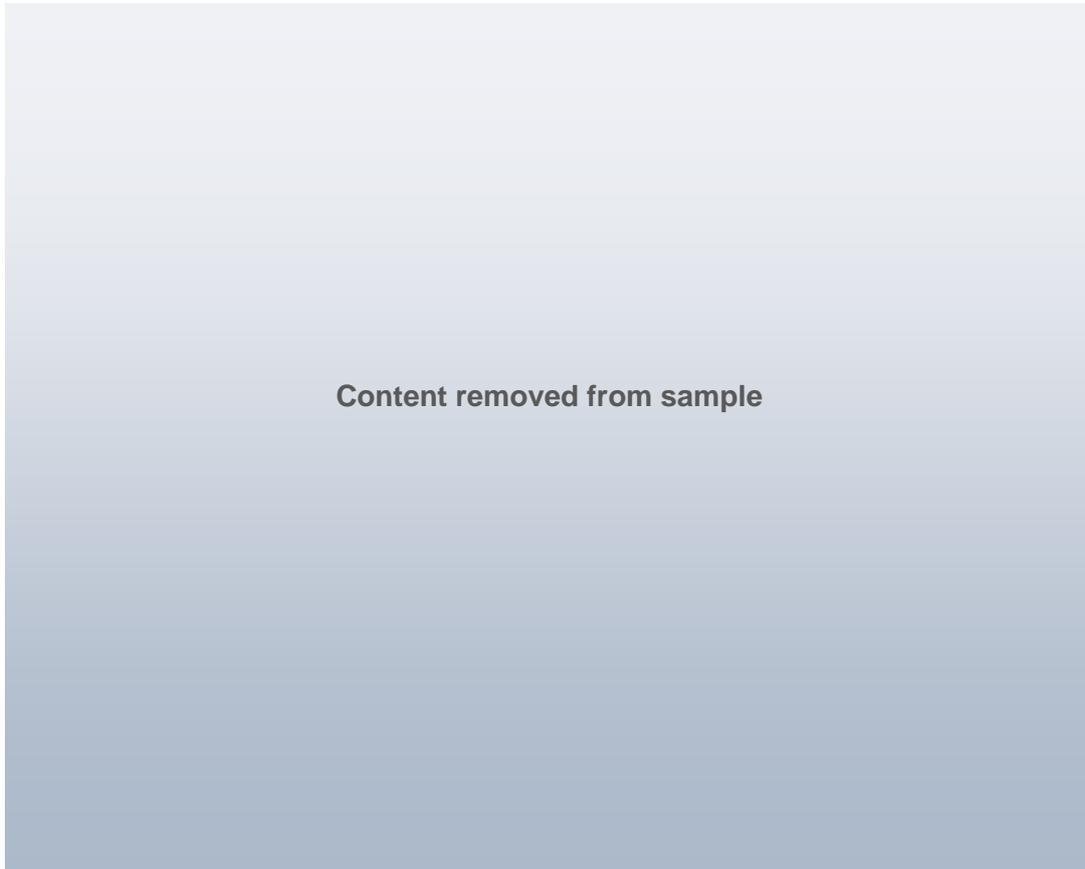
Consumer health in 2021: The big picture

Content removed from sample

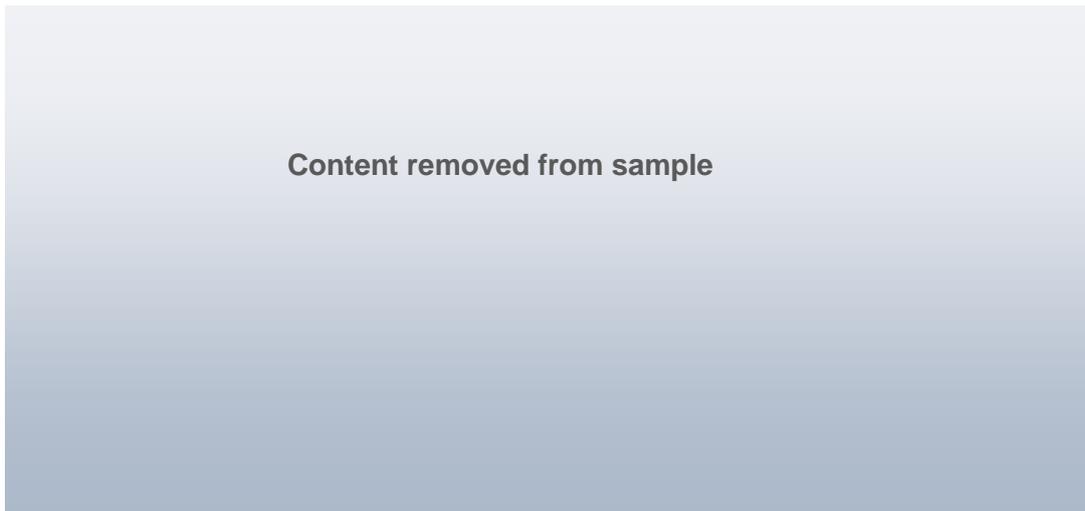
2021 key trends

Content removed from sample

Competitive landscape



Retailing developments



What next for consumer health?

Content removed from sample

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2016-2021

ARS million	2016	2017	2018	2019	2020	2021
Pharmaceuticals, medical appliances/equipment	Data removed from sample					
Outpatient services						
Hospital services						
Total						

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 9 Life Expectancy at Birth 2016-2021

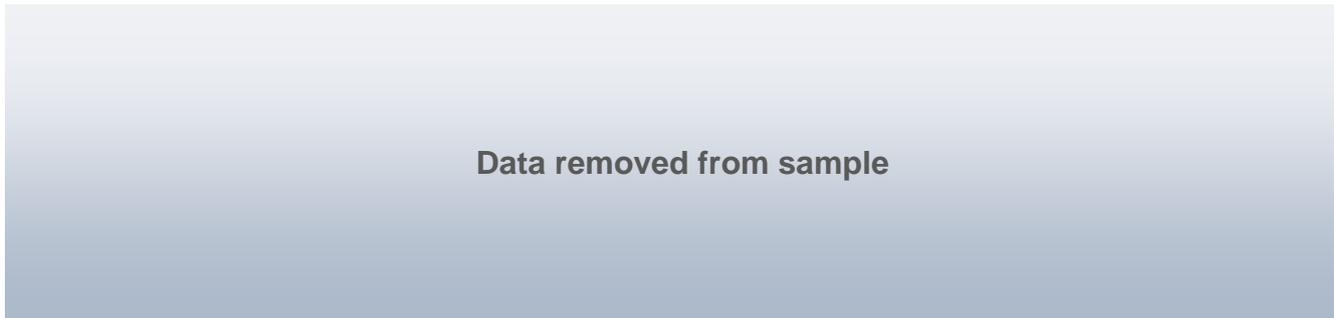
years	2016	2017	2018	2019	2020	2021
Males	Data removed from sample					
Females						

Source: Euromonitor International from official statistics

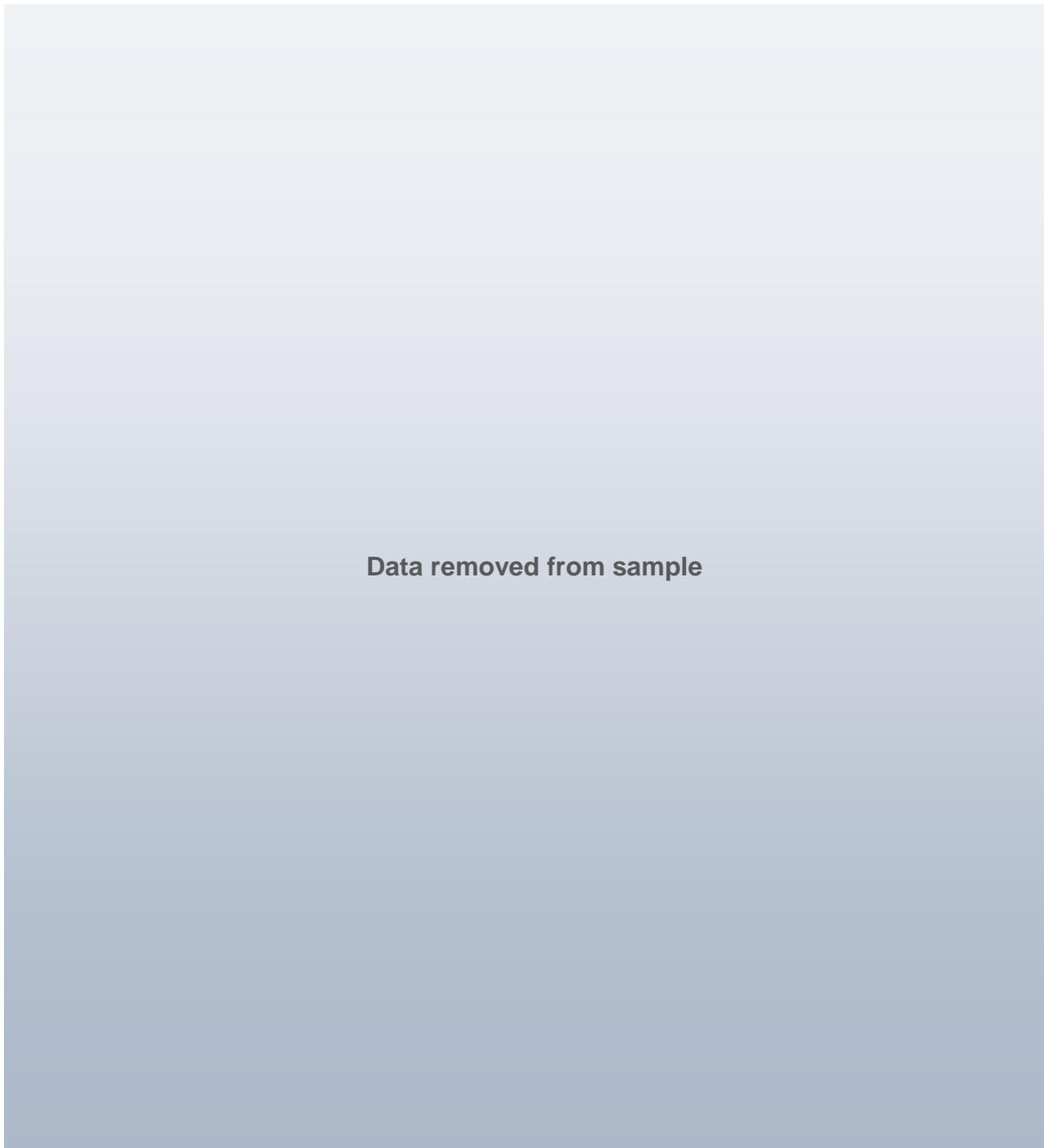
MARKET DATA

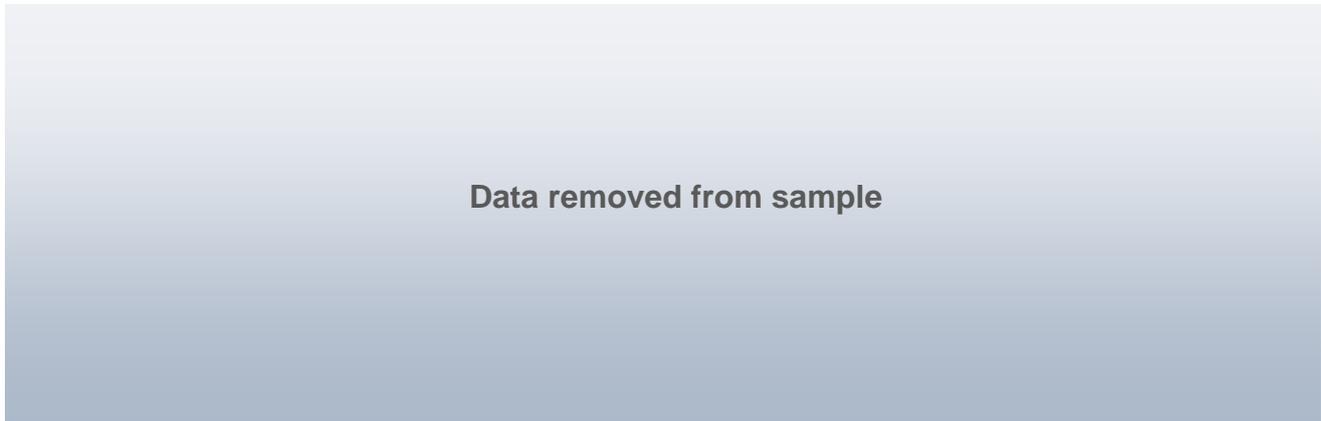
Table 10 Sales of Consumer Health by Category: Value 2016-2021

ARS million	2016	2017	2018	2019	2020	2021
OTC	Data removed from sample					
Sports Nutrition						
Vitamins and Dietary Supplements						
Weight Management and Wellbeing						
Herbal/Traditional Products						
Allergy Care						
Paediatric Consumer						



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources



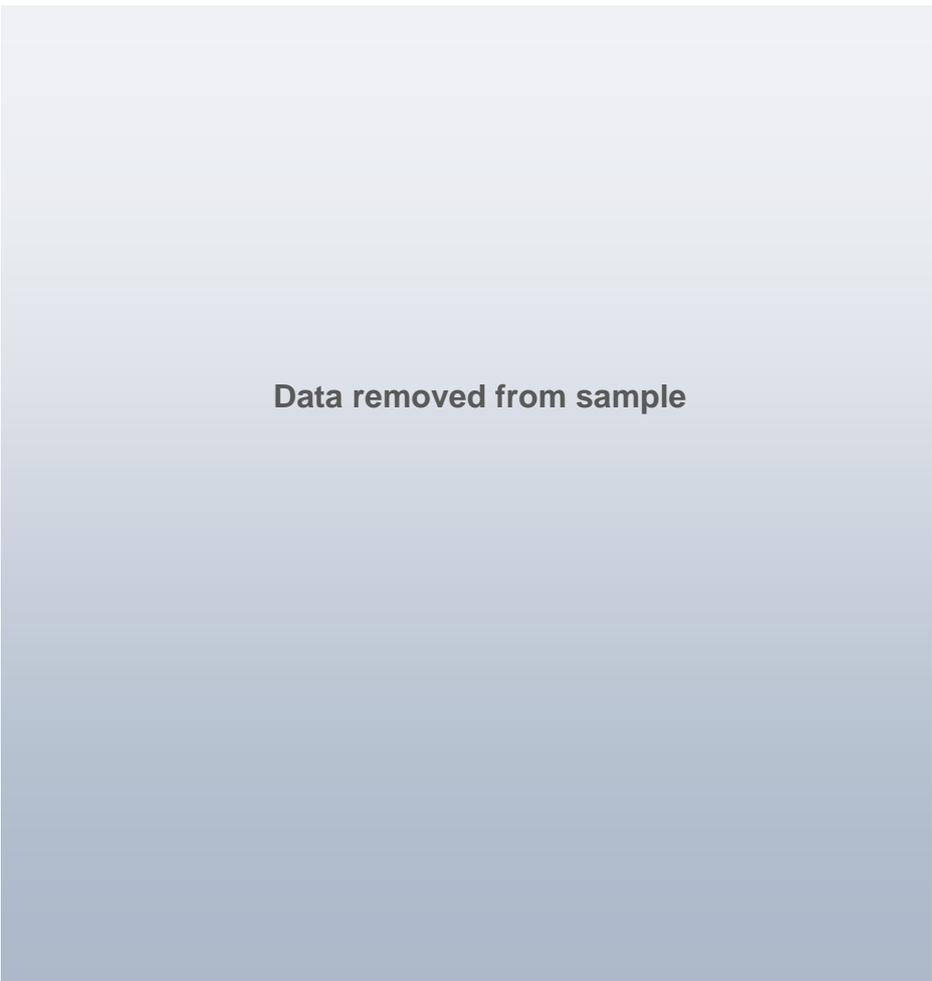


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Consumer Health by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Other Grocery Retailers
- Healthfood shops
- Other Other Grocery Retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Beauty Specialist Retailers
- Chemists/Pharmacies
- Optical Goods Stores
- Drugstores/parapharmacies
- Vitamins and Dietary Supplements Specialist Retailers
- Other Consumer



- Health Non-Grocery Specialists
- Non-Store Retailing
- Vending
- Homeshopping
- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Distribution of Consumer Health by Format and Category: % Value 2021

% retail value rsp

	OTC	Sports Nutrition	Vitamins and Dietary Supplements	Weight Management and Wellbeing	Herbal/ Traditional Products	Allergy Care
Store-Based Retailing						
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Other Grocery Retailers						
---- Healthfood shops						
---- Other Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
--- Beauty Specialist Retailers						
--- Chemists/Pharmacies						
--- Optical Goods Stores						
--- Drugstores/parapharmacies						
--- Vitamins and Dietary Supplements Specialist Retailers						
--- Other Consumer Health Non-Grocery Specialists						
Non-Store Retailing						
- Vending						
- Homeshopping						

Data removed from sample

- E-Commerce
- Direct Selling
- Total

Data removed from sample

Paediatr
ic
Consumer
Health

- Store-Based Retailing
 - Grocery Retailers
 - Modern Grocery Retailers
 - Convenience Stores
 - Discounters
 - Forecourt Retailers
 - Hypermarkets
 - Supermarkets
 - Traditional Grocery Retailers
 - Other Grocery Retailers
 - Healthfood shops
 - Other Other Grocery Retailers
 - Mixed Retailers
 - Department Stores
 - Mass Merchandisers
 - Variety Stores
 - Warehouse Clubs
 - Non-Grocery Specialists
 - Health and Beauty Specialist Retailers
 - Beauty Specialist Retailers
 - Chemists/Pharmacies
 - Optical Goods Stores
 - Drugstores/parapharmacies
 - Vitamins and Dietary Supplements Specialist Retailers
 - Other Consumer Health Non-Grocery Specialists
- Non-Store Retailing
 - Vending
 - Homeshopping
 - E-Commerce
 - Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: OTC = over the counter; SN = sports nutrition; VDS = vitamins and dietary supplements; WMW = weight management and wellbeing; HTP = herbal/traditional products; AC = Allergy Care; PCH = paediatric consumer health

Table 16 Forecast Sales of Consumer Health by Category: Value 2021-2026

ARS million

	2021	2022	2023	2024	2025	2026
OTC	Data removed from sample					
Sports Nutrition						
Vitamins and Dietary Supplements						
Weight Management and Wellbeing						
Herbal/Traditional Products						
Allergy Care						
Paediatric Consumer Health						
Consumer Health						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2021-2026

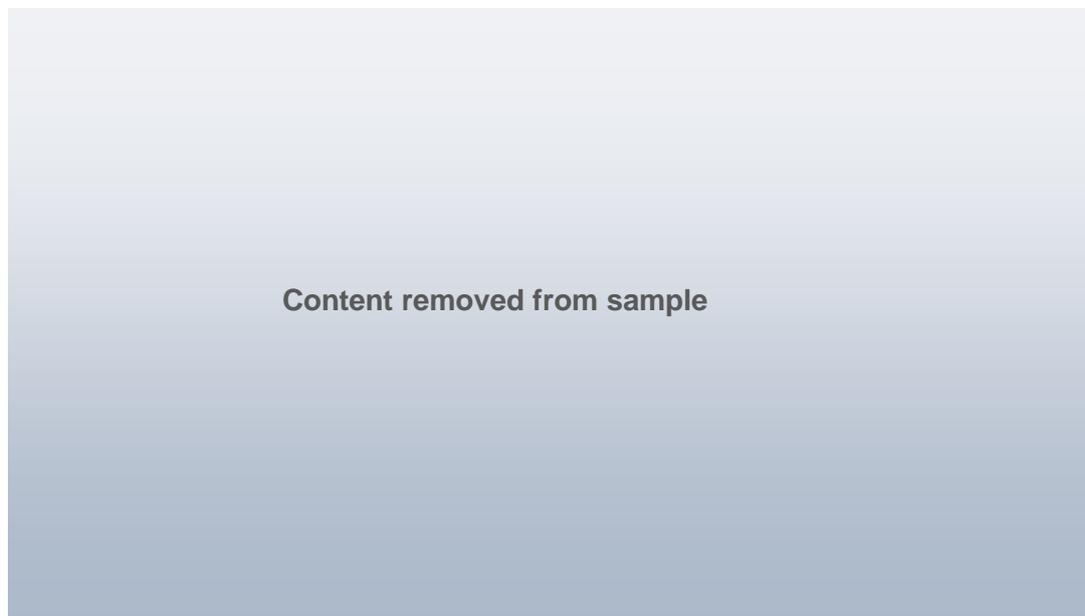
% constant value growth

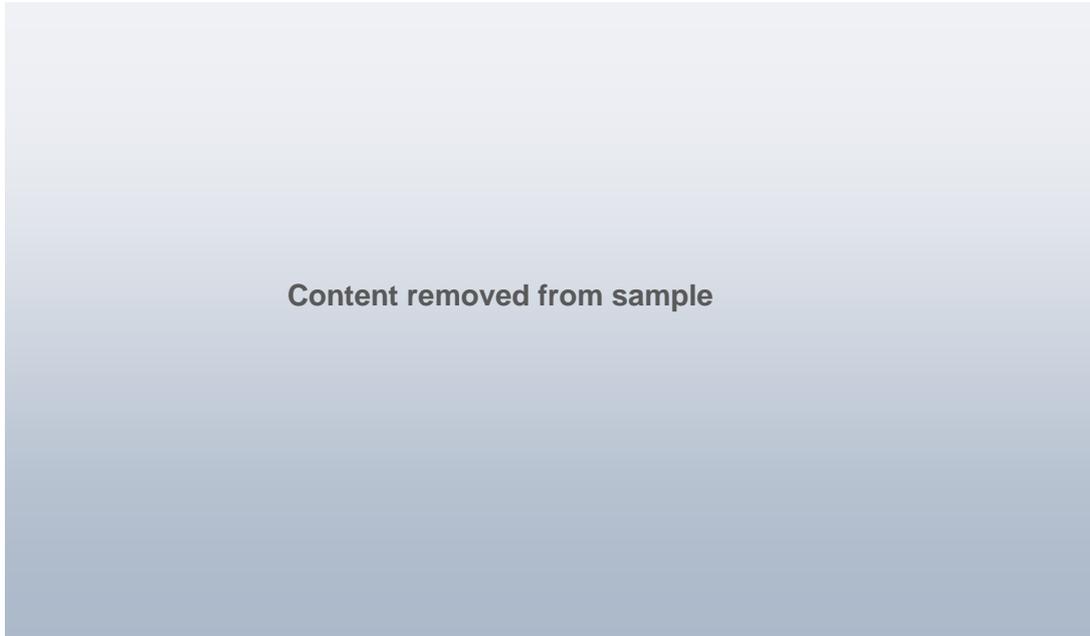
	2021/2022	2021-26 CAGR	2021/26 Total
OTC	Data removed from sample		
Sports Nutrition			
Vitamins and Dietary Supplements			
Weight Management and Wellbeing			
Herbal/Traditional Products			
Allergy Care			
Paediatric Consumer Health			
Consumer Health			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

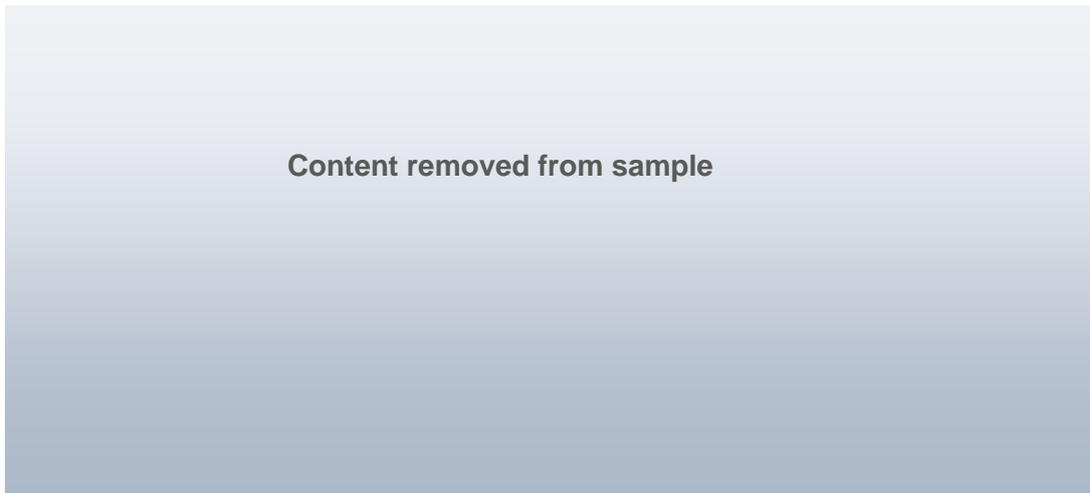
APPENDIX

OTC registration and classification

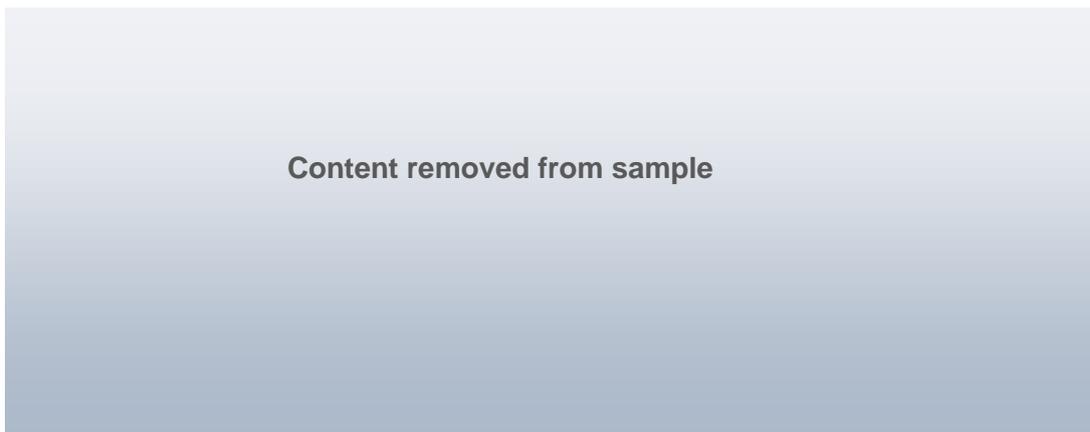




Vitamins and dietary supplements registration and classification



Self-medication/self-care and preventive medicine



Switches

Content removed from sample

DISCLAIMER

Content removed from sample

DEFINITIONS

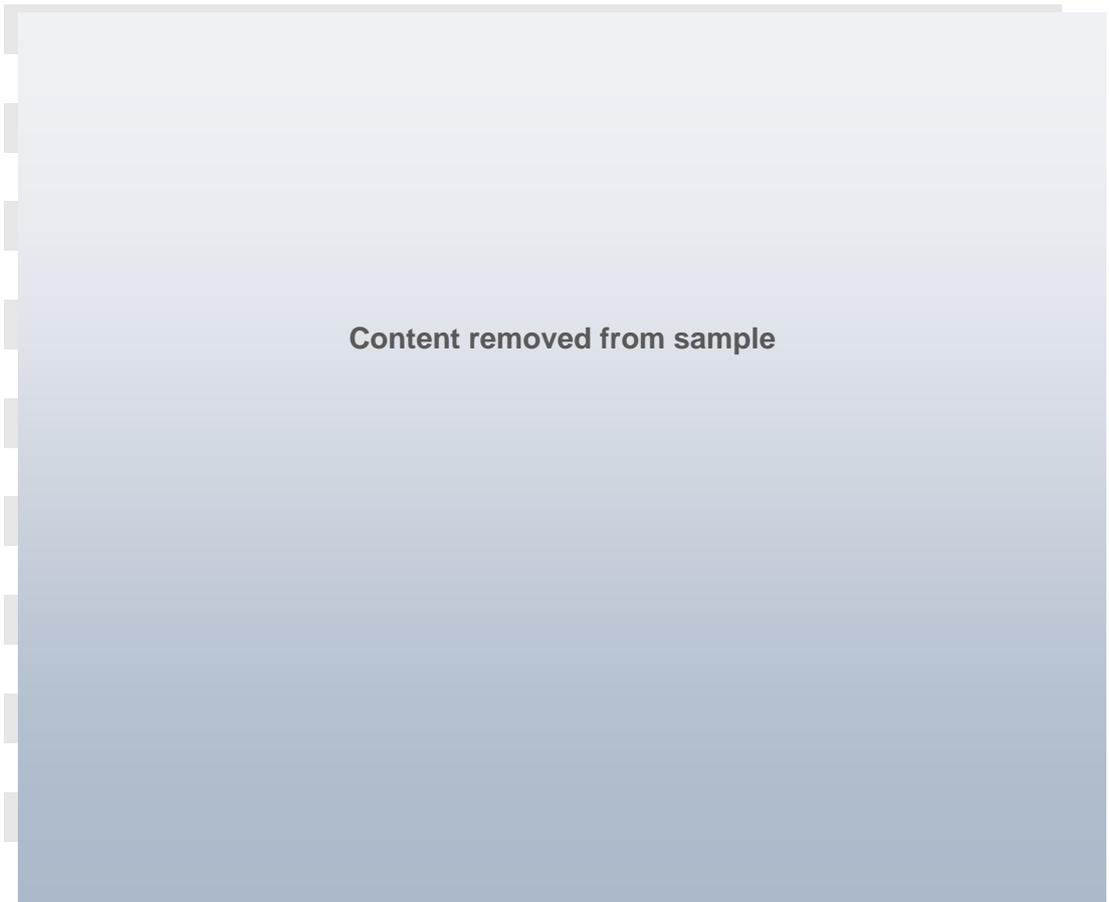
Content removed from sample

SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

Content removed from sample



Source: Euromonitor International