

Vitamins in Argentina

Market Direction | 2023-09-21 | 22 pages | Euromonitor

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Report description:

Having experienced a boom in demand during the pandemic years, retail volume sales of vitamins saw a more muted performance in 2023. With concerns around the COVID-19 outbreak beginning to subside, consumers were less concerned about boosting their immune systems through the consumption of vitamins, with multivitamins being particularly affected. The economic crisis also caused a decline in the purchasing power of the average middle-class consumer, which discouraged sales to some extent. With di...

Euromonitor International's Vitamins in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Vitamins market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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VITAMINS IN ARGENTINA

KEY DATA FINDINGS

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Immune prevention becomes less relevant as consumers return to recreational activities

New product development has vitamin C focus

Bayer leads sales amid increasing competition from Arcor,

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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