



Euromonitor
International

Consumer Health in Latin America

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Key findings

REGIONAL OVERVIEW

Latin America expected to be the most dynamic region over 2024-2029
Growth slowdown in 2024 influenced by steep decline in Argentina
Overall OTC has the biggest share of Latin American consumer health sales
Arboviruses a major problem in Brazil in recent years
Sports nutrition a dynamic category in Brazil over 2019-2024
Vitamins and dietary supplements dominate the new sales added over 2019-2024
Mexican consumers often prefer OTC products over visits to a doctor
Inflation and austerity battering Argentinian households in 2024
Pharmacies the leading consumer health retail distribution channel
Direct selling losing share as e-commerce makes gains

LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscapes across the region
Genomma Lab launches new product in digestive remedies in Argentina
Leading players tend to be present across much of the region
Brazilian sports nutrition brand Integralmédica moves up the brand rankings

FORECAST PROJECTIONS

Healthy growth rates expected in real value terms throughout 2024-2029
Telemedicine expected to continue developing
Increasing use of prescription products could dampen OTC growth in Peru

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