

# Herbal/Traditional Products in Argentina

September 2023

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## Herbal/Traditional Products in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for herbal/traditional products continues to grow, alongside a growing interest in preventative health

Arcor and Mondelez Argentina lead herbal/traditional products

Trend Herbalife expands its herbal/traditional product portfolio

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to see healthy growth, in line with wellness trends

Ageing population and expansion of dietéticas will further drive demand

Consumers will remain willing to pay extra for natural products

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