

# Vitamins in Argentina

September 2023

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## Vitamins in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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,

#### PROSPECTS AND OPPORTUNITIES

Healthy growth expected, thanks to a growing consumer interest in preventative health and further segmentation by manufacturers  
New branded players, as well as private labels, are expected to bring momentum to the category  
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### DISCLAIMER

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