



Euromonitor
International

Vitamins in Argentina

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamins registers growth thanks to increased interest in preventative health

Bayer leads amid increasing competition from Arcor, and Mega Labs' acquisition of Quelat portfolio

Pharmacies account for the majority of vitamin sales, but direct selling and e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

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New branded players, as well as private labels, could bring momentum to the category

E-commerce will continue to gain share, driven by strong presence of Mercado Libre's

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