

Paediatric Consumer Health in Argentina

September 2023

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Paediatric Consumer Health in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of cough, cold and allergy (hay fever) remedies continue to grow in aftermath of the pandemic

Bayer Argentina remains the leading player in 2023 with its Aspirinetas Bayer brand retaining the lion's share in paediatric analgesics

Arcor expands into paediatric consumer health with USD20 million investment

PROSPECTS AND OPPORTUNITIES

High inflation likely to pose threat to sales during the forecast period

Players will use different strategies to attract consumers

Health and wellness trend, alongside an increase in shelf space, is set to boost sales over the forecast period

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