

# **Argentina Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, and Others), By Form (Capsules, Tablets, Powder, Soft Gels, and Liquid), By Distribution Channel (Pharmacies & Drug Stores, Online, Supermarkets & Hypermarkets, and Others), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, and Others), By End User (Adults, Geriatric, Pregnant Females, Children, and Infants) and By Region, Competition, Forecast, and Opportunities, 2028**

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## **Abstracts**

Argentina dietary supplements market is anticipated to witness impressive growth during the forecast period. This can be ascribed to the growing demand for functional food because it gives some health benefits such as bone healing, cholesterol control, heart health, and other vision benefits along with the growing demand for nutrition intake as daily routine for health benefits. Also, the increasing demand for nutrients and fortified food additives along with the growing demand for functional foods and nutritional additives such as omega 3 fatty acids, fiber and vitamins, and minerals for increasing the nutritional value in the processed food is expected to create a lucrative growth of the Argentina dietary supplements market during the forecast period. According to Statistics Argentina, as of 2021, 285 food supplement stores are present in the Buenos Aires region of the country, which caters to the highest count in Argentina.

## Growing Aging Population

The aging population in Argentina has a significant impact on the growth of the dietary supplements market. As people age, their nutritional needs change, and they may require additional vitamins, minerals, and other nutrients to maintain their health and prevent disease. This has led to an increased demand for dietary supplements among older adults in Argentina. Moreover, older adults in Argentina are more likely to have chronic health conditions, such as heart disease, diabetes, and osteoporosis. Many of these conditions can be managed or prevented with proper nutrition and dietary supplements. This has led to an increased demand for supplements that can support heart health, bone health, and blood sugar control. Argentina's elderly population has increased from less than 7% to about 10% of the total population in the previous 30 years. Furthermore, more than 17% of Buenos Aires residents are 65 or older. This demographic shift has created a large and growing market for dietary supplements targeted toward older adults. As a result, vitamin and mineral supplements, which caters to the nutritional needs of older adults, holds the largest market share in the Argentina dietary supplements market.

## Growing Concerns about Health

Health consciousness has a significant impact on the growth of the dietary supplements market in Argentina. Consumers are becoming more aware of the role that nutrition plays in maintaining optimal health and preventing disease. This has led to an increased demand for dietary supplements that can support overall health and well-being. According to a survey conducted by the National Institute of Statistics and Census (INDEC) in 2019, about 62% of the population in Argentina reported using dietary supplements, with women being more likely to use them than men. With the rise of social media and the availability of information on the internet, people are increasingly informed about health and nutrition. They are seeking ways to support their health through diet and lifestyle changes, and many are turning to dietary supplements to complement their efforts. Furthermore, the growing prevalence of chronic diseases, such as heart disease, diabetes, and cancer, has made people more aware of the importance of preventive healthcare. Many consumers are looking for ways to prevent disease and maintain their health, and they view dietary supplements to achieve these goals. Consumers are also seeking supplements made from natural ingredients. The trend toward natural and organic products in Argentina has led to an increased demand for herbal supplements, which are perceived to be safer and more effective than synthetic supplements. Such factors are anticipated to drive the growth of the Argentina

dietary supplements market during the forecast period.

### Growing Demand for Natural and Organic Supplements

The trend toward natural and organic products has a significant impact on the growth of the dietary supplements market in Argentina. Consumers are increasingly seeking products made from natural and organic ingredients, including supplements. Some of the most commonly used natural and organic dietary supplements in Argentina include multivitamins, omega-3 fatty acids, probiotics, and green tea extracts, which are perceived to be safer, more effective, and better for the environment. One of the main reasons for this growth is the perception that natural and organic supplements are healthier than synthetic supplements. Consumers are concerned about the potential side effects of synthetic supplements and are seeking safer, more natural alternatives. The side effects of non-organic dietary supplements may vary depending on the specific supplement and the individual's health status, age, and other factors. Non-organic dietary supplements may contain synthetic ingredients, preservatives, fillers, and other additives that may not be present in organic supplements (allergic reactions, interactions with medications, overdose, digestive problems, and adverse effects on organs). The use of natural and organic ingredients in supplements has been associated with a range of health benefits, such as improved digestion, better immune function, and increased energy levels. Additionally, the trend toward natural and organic supplements has been driven by a growing awareness of the impact of food production on the environment. Many consumers are seeking products that are sustainably produced and have a lower environmental impact. As a result, there is a growing need for organic supplements that are made from organic ingredients and environment-friendly practices sustainably and sustainably.

### Growing Development in Delivery Format

The growing development in delivery formats is an important factor driving the growth of the dietary supplements market in Argentina. Consumers are increasingly seeking dietary supplements that are convenient, easy to use, and provide targeted health benefits. This has led to the development of new delivery formats that offer these benefits, such as gummies, chewable tablets, and liquid supplements. One of the key advantages of these new delivery formats is that they are more convenient and easier to use than traditional supplements such as capsules or tablets. For example, gummies are an increasingly popular delivery format for dietary supplements because they are easy to chew and have a pleasant taste, making them more appealing to consumers, especially children and older adults.

New delivery formats such as liquid supplements and drinkable shots provide a faster and more efficient delivery of nutrients to the body, which is appealing to consumers who are looking for quick and effective results. These formats may also be more suitable for people who have difficulty in swallowing pills or capsules. The development of new delivery formats has also enabled manufacturers to create more specialized and targeted dietary supplements that address specific health concerns. For example, the development of more targeted delivery formats such as sublingual tablets or nasal sprays can better target nutrients to specific parts of the body, which drives the growth of the Argentina dietary supplements market.

### Increasing Disposable Income

Increasing disposable income has a significant impact on the growth of the dietary supplements market in Argentina. As consumers have more disposable income, they are more willing to spend money on products that support their health and well-being, including dietary supplements. With increased disposable income, consumers are able to purchase higher-priced supplements and are more likely to purchase premium and specialty supplements. According to data from the World Bank, Argentina has seen a gradual increase in disposable income in the past decade. In 2010, the per capita disposable income in Argentina was around USD 6,600, and it increased to approximately USD 9,100 in 2019, which represents a growth of around 38% in the past decade. This has led to the development of a wide range of specialized supplements, such as sports nutrition supplements, weight management supplements, and supplements for specific health conditions. Furthermore, increased disposable income has allowed consumers to invest in preventive healthcare, which includes the use of dietary supplements. Consumers are seeking ways to maintain their health and prevent disease, and they view dietary supplements as a way to achieve these goals. In addition, increased disposable income has allowed consumers to purchase dietary supplements from a variety of sources, including health food stores, online retailers, and specialized supplement stores. This has increased the accessibility of supplements to a wider range of consumers, which, in turn, has driven the growth of the Argentina dietary supplements market.

### Growing Demand for Preventive Healthcare

Preventive healthcare has a significant impact on the growth of the dietary supplements market in Argentina. With the rising cost of healthcare and an aging population, consumers are seeking ways to maintain their health and prevent disease. Preventive

healthcare involves taking steps to prevent disease before it occurs, and the use of dietary supplements is an important part of this strategy. Many consumers view supplements as a way to fill nutritional gaps in their diets and support overall health and wellness. The use of dietary supplements as a preventive healthcare strategy has become increasingly popular in recent years, and this trend is expected to continue during the forecast period. One of the reasons for the growth of the preventive healthcare segment is the increasing focus on healthy aging. As the population ages, there is a growing awareness of the importance of maintaining health and preventing disease. Many consumers are seeking ways to support their overall health and wellness as they age, and dietary supplements are seen as an important part of this strategy. Additionally, the use of dietary supplements as a preventive healthcare strategy has been driven by a growing awareness of the importance of nutrition in maintaining health. Many consumers are seeking ways to improve their nutrition and view supplements as a way to fill nutritional gaps in their diets. This has increased the demand for dietary supplements, which, in turn, will drive the growth of the Argentina dietary supplements market during the forecast period.

## Market Segmentation

The Argentina dietary supplements market can be segmented by product type, form, distribution channel, application, end user, and region. Based on product type, the market can be segmented into vitamin, combination dietary supplements, protein, herbal supplements, fish oil & omega fatty acid, and others. Based on form, the market can be segmented into capsules, tablets, powder, soft gels, and liquid. Based on distribution channel, the market can be grouped into pharmacies & drug stores, online, supermarkets & hypermarkets, and others. Based on application, the market can be grouped into immunity, general health, energy & weight management, bone & joint health, and others. Based on end user, the market can be grouped into adults, geriatric, pregnant females, children, and infants.

## Market Players

Herbalife Nutrition Ltd., Omnilife S.A., Usana Health Sciences Inc, Nutrilite (Amway) Argentina Inc, Natura & Co Inc, Life Extension Inc, Isagenix International LLC, and Nature's Sunshine Products Inc/Argentina are some of the leading players operating in the Argentina dietary supplements market.

## Report Scope:

In this report, the Argentina Dietary Supplements market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Argentina Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplements

Protein

Herbal Supplements

Fish Oil & Omega Fatty Acid

Others

Argentina Dietary Supplements Market, By Form:

Capsules

Tablets

Powder

Soft Gels

Liquid

Argentina Dietary Supplements Market, By Distribution Channel:

Pharmacies & Drug Stores

Online

Supermarkets & Hypermarkets

Others

### Argentina Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

### Argentina Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

### Argentina Dietary Supplements Market, By Region:

Pampas

Litoral

Northwest

Sierras

Others

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Argentina dietary supplements market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Types
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VOICE OF CUSTOMER

### 5. ARGENTINA DIETARY SUPPLEMENTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, Others)
  - 5.2.2. By Form (Capsules, Tablets, Powder, Soft Gels, Liquid)

5.2.3. By Distribution Channel (Pharmacies & Drug Stores, Online, Supermarkets & Hypermarkets, Others)

5.2.4. By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, Others)

5.2.5. By End User (Adults, Geriatric, Pregnant Females, Children, Infants)

5.2.6. By Region

5.2.7. By Company (2022)

5.3. Market Map

## **6. ARGENTINA VITAMIN DIETARY SUPPLEMENTS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Form

6.2.2. By Distribution Channel

6.2.3. By Application

6.2.4. By End User

## **7. ARGENTINA COMBINATION DIETARY SUPPLEMENTS MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Form

7.2.2. By Distribution Channel

7.2.3. By Application

7.2.4. By End User

## **8. ARGENTINA PROTEIN DIETARY SUPPLEMENTS MARKET OUTLOOK**

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Form

8.2.2. By Distribution Channel

8.2.3. By Application

8.2.4. By End User

## **9. ARGENTINA HERBAL DIETARY SUPPLEMENTS MARKET OUTLOOK**

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Form

#### 9.2.2. By Distribution Channel

#### 9.2.3. By Application

#### 9.2.4. By End User

## **10. ARGENTINA FISH OIL & OMEGA FATTY ACID DIETARY SUPPLEMENTS MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Form

#### 10.2.2. By Distribution Channel

#### 10.2.3. By Application

#### 10.2.4. By End User

## **11. MARKET DYNAMICS**

### 11.1. Drivers

### 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Merger & Acquisition

### 12.2. Product Development

### 12.3. Recent Developments

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. PORTERS FIVE FORCES ANALYSIS**

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. ARGENTINA ECONOMIC PROFILE**

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Business Overview
- 16.2. Company Snapshot
- 16.3. Products & Services
- 16.4. Financials (As Reported)
- 16.5. Recent Developments
  - 16.5.1. Herbalife Nutrition Ltd.
  - 16.5.2. Omnilife S.A.
  - 16.5.3. Usana Health Sciences Inc
  - 16.5.4. Nutrilite (Amway) Argentina Inc
  - 16.5.5. Natura & Co Inc
  - 16.5.6. Life Extension Inc
  - 16.5.7. Isagenix International LLC
  - 16.5.8. Nature's Sunshine Products Inc

## **17. STRATEGIC RECOMMENDATIONS**

## **18. ABOUT US & DISCLAIMER**

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