



Euromonitor
International

Eye Care in Argentina

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales growth thanks to improved economy and increase in screen habits
PharmaDorf SA leads with robust advertising investment in support of Irix
Pharmacies remains the principal distribution channel for eye care

PROSPECTS AND OPPORTUNITIES

Rising screen time, fueled by remote work and persistent habits, will continue to drive sales over the forecast period
Ageing population and younger consumers will support sales of eye care products in the coming years
Competitive and distribution landscapes unlikely to see significant change

CATEGORY DATA

- Table 1 - Sales of Eye Care by Category: Value 2020-2025
- Table 2 - Sales of Eye Care by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Eye Care: % Value 2021-2025
- Table 4 - LBN Brand Shares of Eye Care: % Value 2022-2025
- Table 5 - Forecast Sales of Eye Care by Category: Value 2025-2030
- Table 6 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

Consumer Health in Argentina - Industry Overview

EXECUTIVE SUMMARY

- Consumer Health in 2025: The big picture
- Key trends in 2025
- Competitive landscape
- Channel developments
- What next for Consumer Health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2020-2025
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches
- Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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