



Dietary Supplements in Argentina

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Dietary supplements sees robust growth driven by non-herbal/traditional sales
TRB Pharma leads sales, with strong performance of collagen Ultraflex brand
Pharmacies remains the leading channel, while direct selling gains ground

PROSPECTS AND OPPORTUNITIES

Dietary supplements will see ongoing growth as local consumers become increasingly interested in preventative remedies
Probiotics supplements and magnesium variants will continue driving sales
Direct sellers such as Herbalife and Omnilife will continue benefiting from lower costs

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DISCLAIMER

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