

MARKET TRENDS ARGENTINA



Beiersdorf

Daiana Stepien

BUSINESS & ORGANIZATIONAL SET UP

TOUGHER CONTEXT IN THE LAST 4 YEARS

PRICE CONTROLS FMCG

FMCG monitored by the Government through 3 different platforms

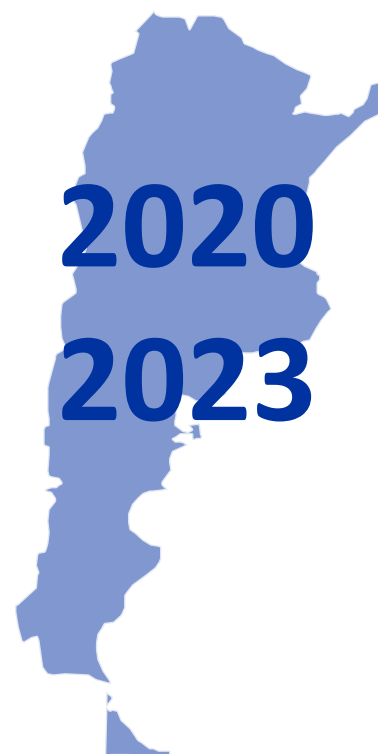
Official basket of products "Precios Justos"
(Beiersdorf with 13 skus)

Shelf Exhibition Law

DISTORTIVE SUBSIDIES

Government afforded 80% of the real cost of electricity and gas.

Approx 180 different social plans reaching 25 mio people



IMPORT CONTROLS

Annual import quota defined company by company

Pre-approval required for every single dispatch

Raw & Pack privileged over finished goods

RESTRICTIONS FOR PAYING ABROAD

Central Bank approval needed for every single payment

Increased bureaucracy

:2023 blocked in practice during H2

Dividends, royalties and IC services are blocked in practice



Political crisis within the Government

Highest inflation in 3 decades: 212%

**Central Bank lack of reserves
Blue chip market 50%-150%**

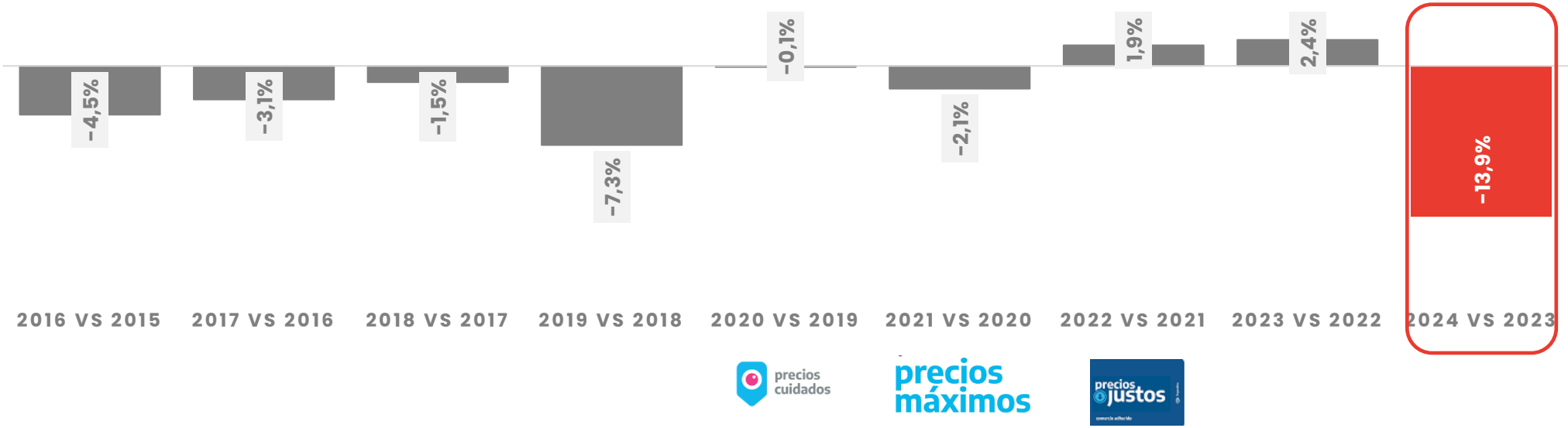
Fiscal deficit 5% + Financial 10% on GDP

Populist model end of cycle. A major correction in course as from 2024

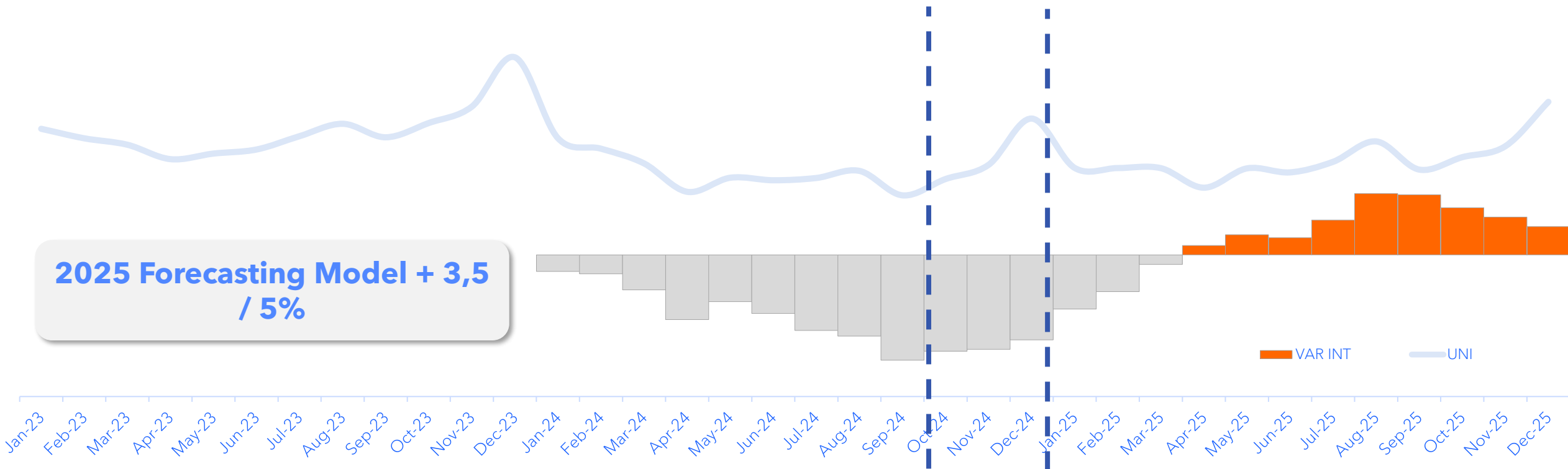


2024 SETS THE STAGE FOR A MAJOR SHIFT IN CONSUMER HABITS...

2024...



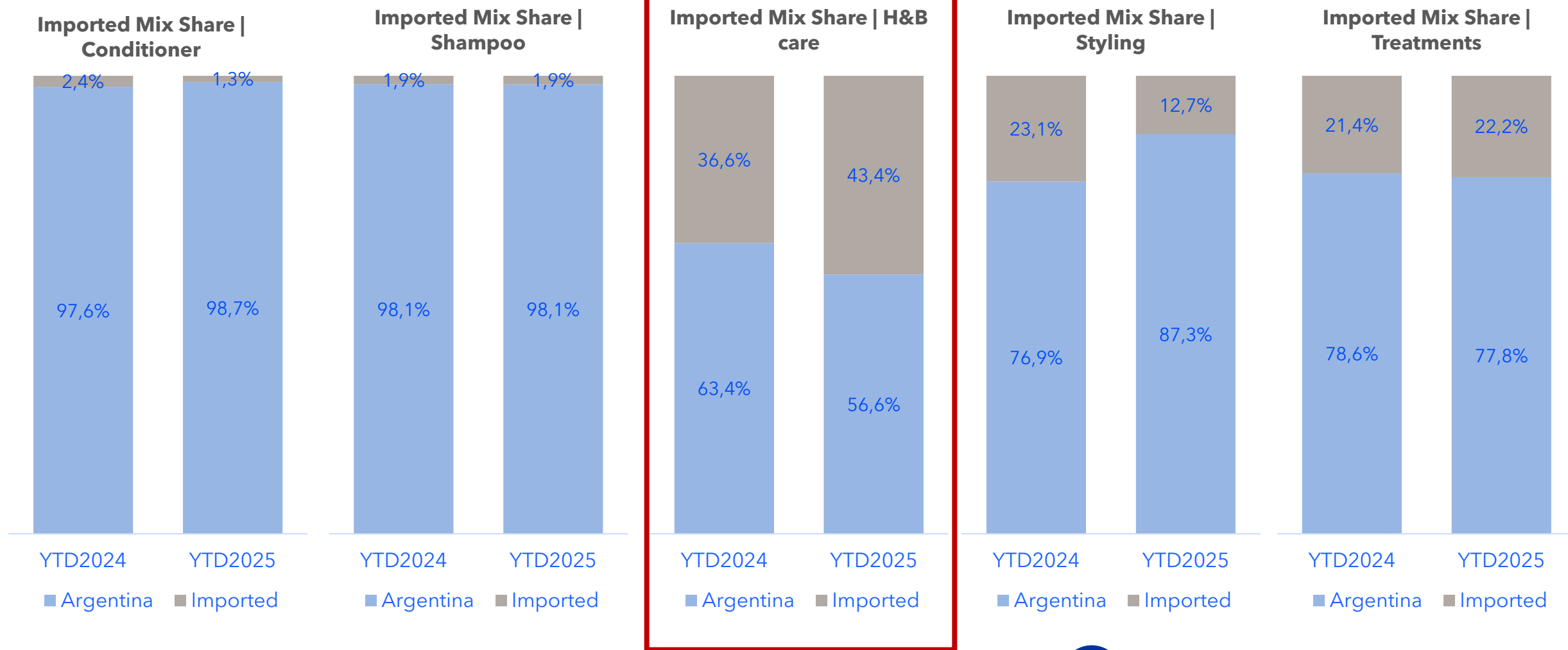
FMCG CONSUMPTION OUTLOOK 2025



2025 Projection Model, signaling a solid annual growth trend of about +3.5%, while key contextual variables –and how they unfold in timing and magnitude– will shape the outcome

IMPORTED PRODUCTS: HAND AND BODY CARE STANDS OUT AS THE MOST RELEVANT CATEGORY, EXCEEDING 40% OF THE MIX

VOLUME

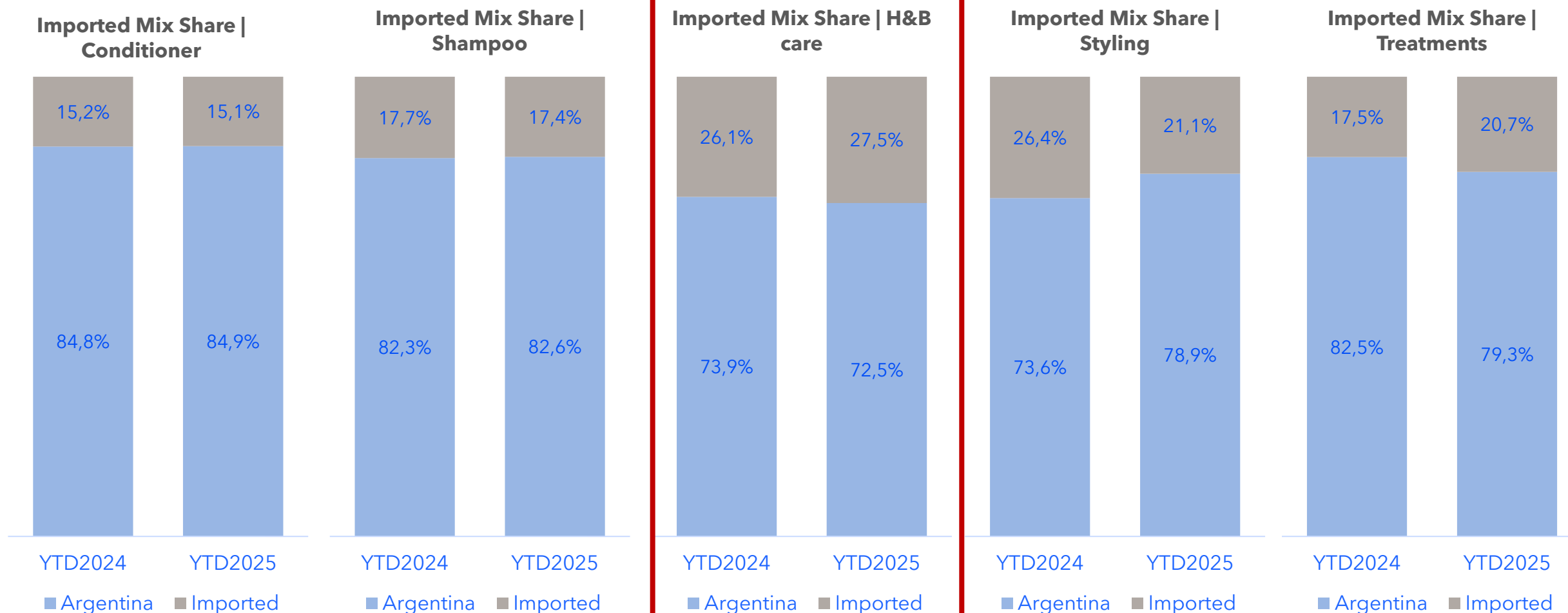


In Styling, imported products are losing relevance within the category, while in Treatments their share continues to grow

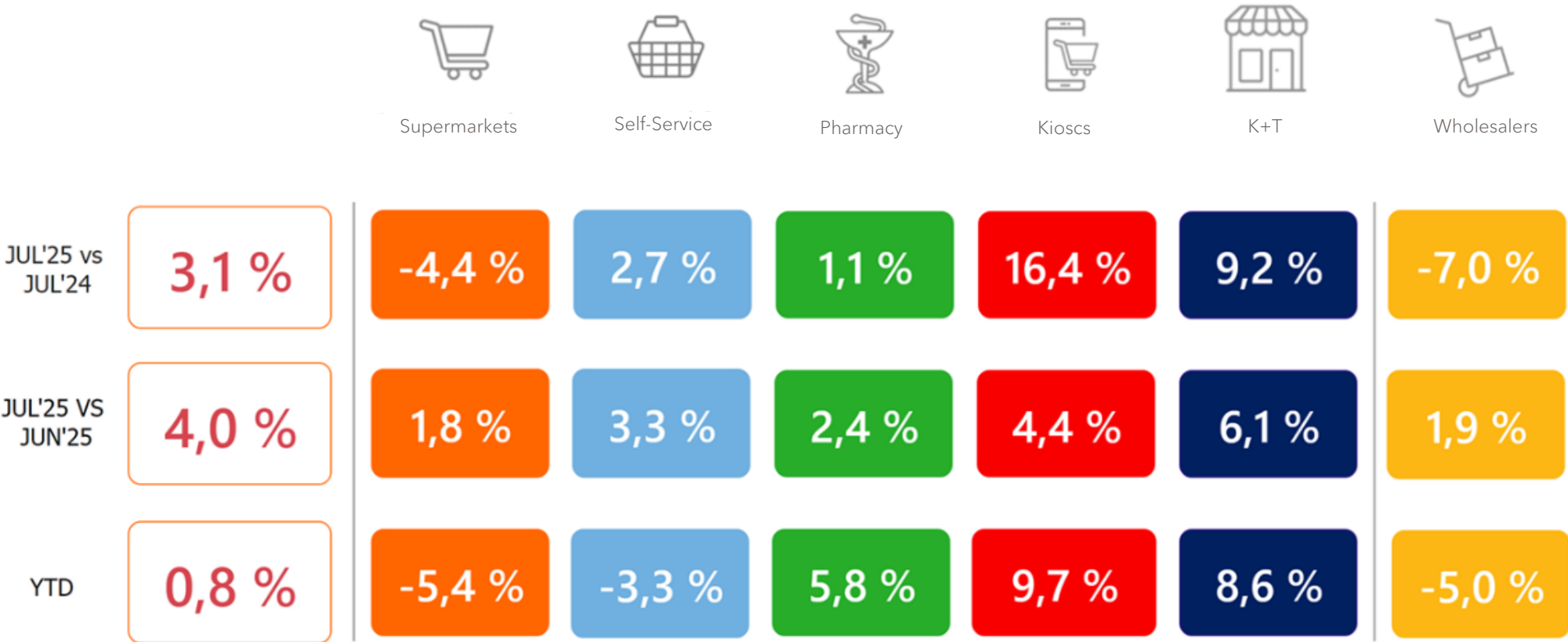


ACROSS THE CATEGORY ASSORTMENT, WE CAN SEE HOW THESE PRODUCTS ARE BECOMING INCREASINGLY RELEVANT IN THE MIX

ASSORTMENT



FMCG CONSUMPTION: VOLUME PERFORMANCE VERSUS PAST YEAR



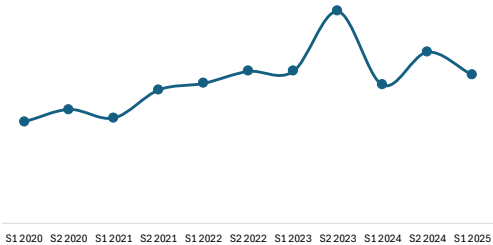
SALES VOLUME TREND - SEMIANNUAL 2020-2025


FACE



Supermarkets

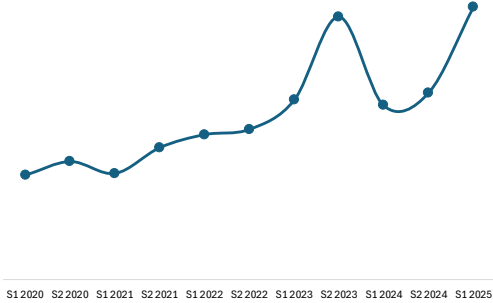
15%





Self-Service

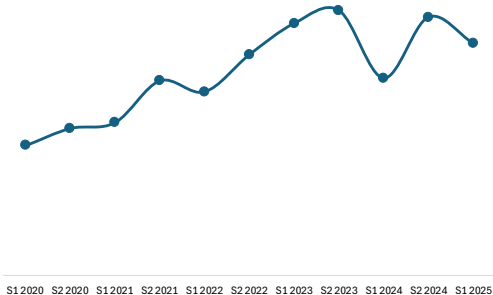
3%





Pharmacy

82%

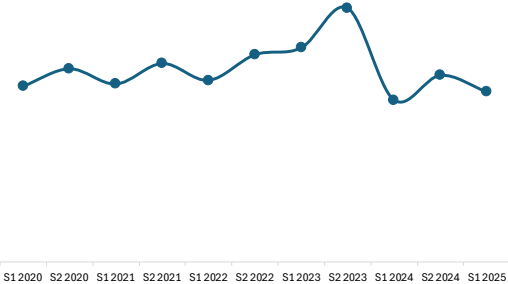



BODY



Supermarkets

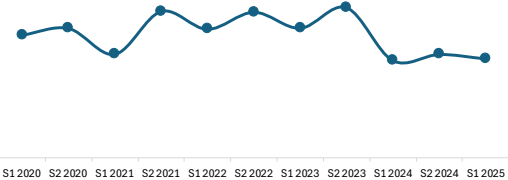
29%





Self-Service

9%





Pharmacy

62%



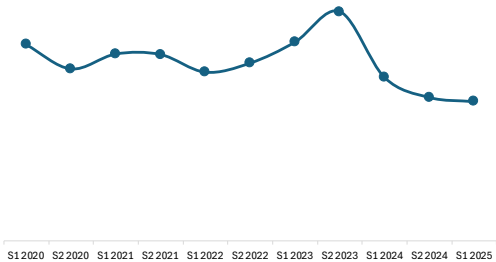
SALES VOLUME TREND - SEMIANNUAL 2020-2025

SHAMPOO



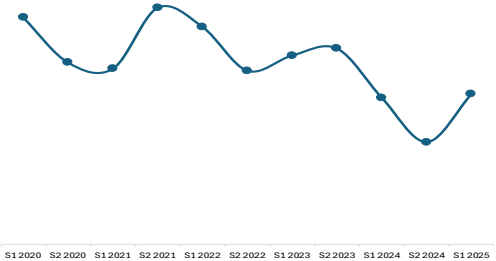
Supermarkets

42%



Self-Service

41%



Pharmacy

16%

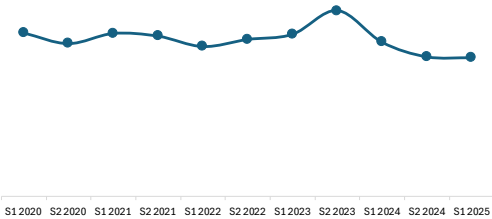


CONDITIONER



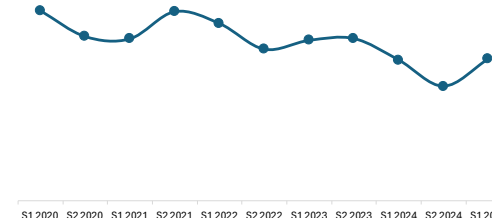
Supermarkets

43%



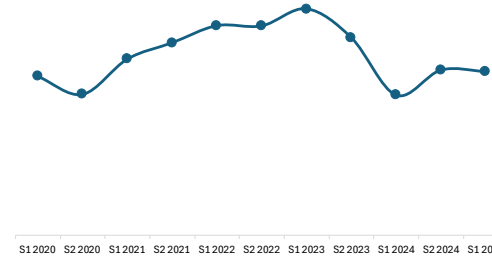
Self-Service

43%



Pharmacy

14%



SALES VOLUME TREND - SEMIANNUAL 2020-2025

SUN



Supermarkets

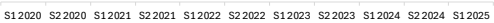
10%





Self-Service

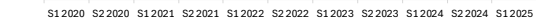
3%





Pharmacy

87%



SOAPS



Supermarkets

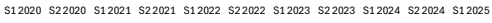
51%





Self-Service

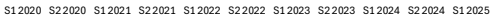
38%





Pharmacy

11%



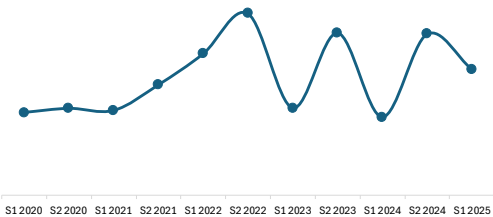
SALES VOLUME TREND - SEMIANNUAL 2020-2025


TREATMENTS



Supermarkets

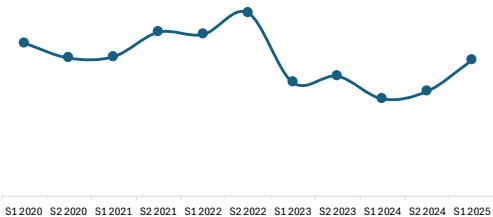
26%





Self-Service

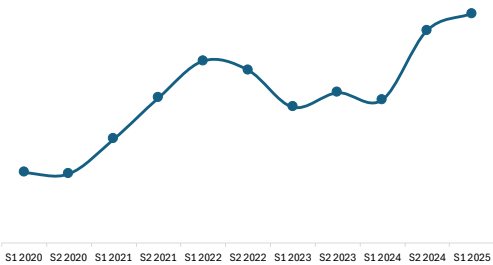
9%





Pharmacy

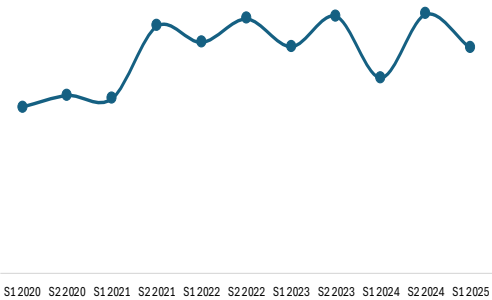
65%



MAKE-UP



Pharmacy



KEY TAKEAWAYS: BEAUTY BEYOND CHALLENGES

- #1** The Argentine beauty market is undergoing a **major transformation** after years of challenges.
- #2** 2025 marks the beginning of a Reconstruction Mode, with a more **demanding and value-driven shopper**
- #3** **Sustainable growth ahead**: premium segments, specialized channels, and imported products leading the way
- #4** Success depends on staying **shopper-focused**: understanding what they want, how they shop, and where they buy
- #5** A unique opportunity to deliver **innovation, quality, and experiences** that exceed consumer expectations



THANK YOU

NIVEA

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CURITAS

Beiersdorf