



PRESS RELEASE

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Farmaquick Opens Its First Store in Cardales, Marking a New Era of Fast, Modern, Community-Centered Pharmacy in Argentina


Cardales, Argentina — December 2025 — Farmaquick, the new Argentine pharmacy concept designed to unify speed, clarity, and data-driven retail execution, has opened its first MVP store in Cardales in soft opening mode. This location serves as a live retail laboratory where the company will test, measure, and refine a next-generation small-format pharmacy experience built around modern buyer behaviour and LATAM's evolving pharmacy landscape.

This launch comes at a decisive time. In 2025, Argentina's pharmacy market grew 5.8% in value but fell 2% in unit sales, revealing the pressure inflation places on consumption and the increasing need for high-precision assortments and efficiency models. Mandatory electronic prescriptions and national approval of OTC self-service display, which drove 4.29% OTC growth, accelerated digital adoption in the sector and reshaped shopper expectations

A New Model Inspired by LATAM Retail Trends

According to the CATMAN Latin Forum 2025 Pharma Block, pharmacies have become "the new laboratory of Category Management in Latin America," where winning requires conversion, specialization, and frictionless execution. Shopper behavior is increasingly fragmented,



 236-882-0827

 info@farmaquick.com.ar

 www.farmaquick.com.ar



with consumers visiting 5–10 different stores to complete their needs, prioritizing speed and clarity over exploration.

Farmaquick's MVP store in Cardales was engineered around these realities and designed using insights from the CATMAN LATIN FORUM 2025.

In the CATMAN report, Rivero stated:

"We don't adapt technology to the store — we design the store based on technology."

What Makes the Cardales Store Different

Farmaquick integrates small-format innovation, technology, and category discipline:

- Scan & Go checkout for a frictionless experience
- Digital price tags for real-time pricing and operational efficiency
- Push-feed display systems that ensure visibility and eliminate stock gaps
- Modular, reconfigurable layouts that adapt in minutes
- Mission-based Category Management, aligning with shopper intentions
- High-rotation assortments, supported by twice-daily replenishment from Argentine distributors

This first store embodies the principle highlighted by Rivero:

"Small spaces are big opportunities to experiment and learn fast."

Lucas Prestanicola, CEO, added: **"Cardales is the ideal community for this soft opening: accessible, local, and ready for innovation."**



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Why This Soft Opening Matters

Farmaquick directly responds to four major forces shaping Argentina's pharmacy future:

1. Fragmented Shopper Journeys

Shoppers expect immediate solutions. Farmaquick's mission-based layout and clear visual navigation support fast decision-making.

2. Accelerated Digitalization

Mandatory e-prescriptions require fluid operational systems—central to Farmaquick's tech-enabled design.

3. Pressure on Independent Pharmacies

Independent pharmacies face shrinking margins and technological gaps. Farmaquick offers a replicable, scalable format to empower them.

4. Rise of Small-Format Innovation

Experts highlight the power of small spaces for rapid testing, learning, and scaling—fundamental to the MVP launch.

About Farmaquick

Farmaquick is a next-generation Argentinian pharmacy concept created to modernize neighbourhood pharmacies through technology, modular layouts, smart Category Management, and frictionless shopping experiences. Designed for scalability and community impact, Farmaquick blends local trust with modern retail execution.

Its brand promise:

"Making pharmacy simple, bringing health closer."

Presented By:

Tatiana Selma Rivero



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