

Refrigeration Appliances in Argentina

Market Direction | 2022-12-07 | 42 pages | Euromonitor

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Report description:

After 2021 saw record high inflation in Argentina, the country's inflation rate was even higher in 2022, hovering at around 50%. As a result, many consumers were unwilling to carry Argentinean pesos in their pockets or deposit the currency into their bank accounts as the value of the local currency continued to fall on a weekly basis. The option to invest in fixed-term deposits was also unattractive because the interests rate paid by banks remained below the rate of inflation. As a result of all...

Euromonitor International's Refrigeration Appliances in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Refrigeration Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
December 2022

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One-person households and smaller homes boost sales of under-the-counter fridges

Locally produced brands lead sales of refrigeration appliances

PROSPECTS AND OPPORTUNITIES

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Demand for freezers set to rise after a brief slip into negative sales growth

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