

## **Small Cooking Appliances in Argentina**

Market Direction | 2022-12-07 | 39 pages | Euromonitor

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### **Report description:**

2022 saw positive sales growth in most categories of small cooking appliances for the second consecutive year. Small cooking appliances was one of the categories of consumer appliances that was most positively impacted by the emergence of new lifestyle habits at the peak of the COVID-19 pandemic and these new lifestyle habits remained influential during 2022 even as the threat of contagion receded substantially and life returned to pre-pandemic normality for the majority of local consumers. For...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Small Cooking 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
December 2022

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Categories associated with healthier eating habits post the highest sales growth

Philips and Atma stand out as the strong leaders in a very competitive category

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Brands need to target aspirational consumers to stand a chance of boosting sales

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