

## **Home and Garden in Argentina**

Market Direction | 2023-06-28 | 41 pages | Euromonitor

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### **Report description:**

While total current value sales growth for home and garden in Argentina in 2022 was markedly faster than in 2021, this was because the country's already steep inflation rate soared to new heights amidst the combined impact of the rapid depreciation of the peso, the global recovery from COVID-19 and Russia's invasion of Ukraine. Despite a dramatic increase in the cost of living and the persistent weakening of consumer confidence and purchasing power, demand (at constant 2022 prices) in the four ma...

Euromonitor International's Home and Garden in Argentina report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

- \* Get a detailed picture of the Home and Garden 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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