

## **Food Preparation Appliances in Argentina**

Market Direction | 2024-12-12 | 37 pages | Euromonitor

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### **Report description:**

Volume sales of food preparation appliances in Argentina have fallen sharply in 2024 due to the severe erosion of purchasing power that has ensued from the programme of drastic economic reforms undertaken by the Milei government. The 50% devaluation of the peso in late 2023 has had a particularly negative impact, as it initially caused above-inflation price hikes for imported brands, which have a strong presence in the category. Nonetheless, the rate of volume decline for the entire year is anti...

Euromonitor International's Food Preparation 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

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

- \* Get a detailed picture of the Food Preparation 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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