

Microwaves in Argentina

Market Direction | 2024-12-12 | 35 pages | Euromonitor

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Report description:

Microwaves looks set to post the steepest decline in volume sales of any of the main major appliances categories in Argentina in 2024. Despite being comparatively inexpensive, demand for these products has been particularly hard hit by the extremely challenging macroeconomic environment, in part because they are less likely to be perceived as essential by consumers. A relatively high household penetration rate and long replacement cycles have further depressed demand. Moreover, microwaves are in...

Euromonitor International's Microwaves 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: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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Most microwaves sold in Argentina are manufactured domestically

Local players BGH and New San retain the lion's share of sales

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