

Home Products Specialists in Argentina

Market Direction | 2025-02-28 | 36 pages | Euromonitor

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Report description:

Home product specialists in Argentina faced a challenging scenario in 2024. Due to a significant decline in purchasing power and rising unemployment, sales performance was notably weak. To stimulate demand, leading retailers such as Easy and Sodimac significantly increased promotions and discounts. The lack of available loans, particularly those focused on remodelling and mortgages during the first half of the year, also played a key role in the poor performance of home product specialists.

Euromonitor International's Home Products Specialists in Argentina report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products Specialists 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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