

E-Commerce in Argentina

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Abstracts

Although e-commerce has been developing extensively in Argentina in recent years at rates above inflation, the arrival of the pandemic and the subsequent lockdown accelerated this trend. According to data from the Argentine Chamber of Electronic Commerce (CACE), during the second quarter of 2020, the weight of online sales tripled compared with the first quarter of 2020, and one in ten Argentinians shopped online for the first time during the pandemic. Some categories, such as food and beverages...

Euromonitor International's E-Commerce 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: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

Why buy this report?

Get a detailed picture of the E-Commerce 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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E-commerce sees exceptional growth in 2020 as Argentinians seek to avoid physical shopping experiences

Focus on offline presence remains limited

Sales continue to peak around special occasions

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