

Home Improvement and Gardening Stores in Argentina

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Abstracts

In late 2011, the Argentinean government imposed foreign exchange controls to discourage citizens from buying foreign exchange for saving purposes and in early 2012 took further steps by extending those controls to the purchase of foreign exchange for acquiring new homes or refurbishment of new homes. As a result, the real estate market, a US\$-denominated market, plummeted by 40% in July 2012 in volume terms, according to CAME (local chamber of small and medium-sized enterprises) losing almost...

Euromonitor International's Home Improvement and Gardening Stores 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.

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 Improvement and Gardening Stores 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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