

Home and Garden in Argentina

<https://marketpublishers.com/r/HF6C962781CEN.html>

Date: June 2023

Pages: 41

Price: US\$ 2,100.00 (Single User License)

ID: HF6C962781CEN

Abstracts

While total current value sales growth for home and garden in Argentina in 2022 was markedly faster than in 2021, this was because the country's already steep inflation rate soared to new heights amidst the combined impact of the rapid depreciation of the peso, the global recovery from COVID-19 and Russia's invasion of Ukraine. Despite a dramatic increase in the cost of living and the persistent weakening of consumer confidence and purchasing power, demand (at constant 2022 prices) in the four ma...

Euromonitor International's Home and Garden in Argentina report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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.

Contents

HOME AND GARDEN IN ARGENTINA

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Soaring food prices prompt more people to grow their own vegetables

Indoor gardening continues to gain popularity in Argentina

Local players retain the largest share of gardening value sales

PROSPECTS AND OPPORTUNITIES

Overall demand for gardening products expected to remain buoyant

Fertiliser likely to benefit from improved supply of organic products

Gardening hand tools set to remain the biggest category in value terms

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased incidence of remote working benefits home office furniture

Consumers continue to favour cheaper local brands and private label

Bath textiles profits from essential status of certain product types

PROSPECTS AND OPPORTUNITIES

Home cooking trend should boost demand for kitchen and dining textiles

Charcoal barbecues will remain the most popular type in Argentina

E-commerce set to make further distribution gains in home furnishings

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rapidly rising inflation boosts demand for home improvement products

Sintplast remains the leading player in value terms

Value share of e-commerce continues to rise

PROSPECTS AND OPPORTUNITIES

Painted wallpapers resembling artwork set to gain popularity

Cost and convenience factors should widen appeal of plywood flooring

Private label penetration likely to increase

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth

2022-2027

HOMEWARES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Beverageware profits as consumers curb spending on foodservice visits

Home cooking trend continues to buoy sales of food storage products

Rigolleau remains the leading company in homewares

PROSPECTS AND OPPORTUNITIES

Resurgence in home cooking bodes well for cookware

Demand for dinnerware products set to increase steadily

Direct selling expected to make gains in homewares distribution

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

I would like to order

Product name: Home and Garden in Argentina

Product link: <https://marketpublishers.com/r/HF6C962781CEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HF6C962781CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970