

Home Furnishings in Argentina

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Abstracts

The openings for imports that the government has been promoting since 2015 had a strong impact on the domestic production and sales of home furnishings. In addition, the recession in the second half of 2018 meant that the purchase of new furniture was perceived as a “luxury”. Purchasers of new furniture preferred prefabricated and self-assembly products (mostly Chinese in origin) marketed by large chains like Easy, Falabella and Carrefour. The drop in production and the high cost of “dollarised”

Euromonitor International's Home Furnishings 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 2023 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Indoor Living, Lighting, Outdoor Living.

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 Furnishings 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

Headlines

Prospects

Recession and Chinese Products Hamper Domestic Production

Led Lamps With Accessible Prices Lead the Way

New Rules and Offers for Mattresses

Competitive Landscape

A Lighting Company Leads Home Furnishings

Arredo Is A Popular Name in Home Textiles

More Focus on Private Label

Category Data

Table 1 Sales of Home Furnishings by Category: Value 2013-2018

Table 2 Sales of Home Furnishings by Category: % Value Growth 2013-2018

Table 3 NBO Company Shares of Home Furnishings: % Value 2014-2018

Table 4 LBN Brand Shares of Home Furnishings: % Value 2015-2018

Table 5 LBN Brand Shares of Light Sources: % Value 2015-2018

Table 6 Distribution of Home Furnishings by Format: % Value 2013-2018

Table 7 Forecast Sales of Home Furnishings by Category: Value 2018-2023

Table 8 Forecast Sales of Home Furnishings by Category: % Value Growth 2018-2023

Executive Summary

Home Expenditure Is Seen As A Luxury

New Strategies To Stimulate Consumption

Companies Replenish and Enlarge Stocks

Economic Crisis Fosters Flexibility

External Debt A Key Concern for the Forecast Period

Market Data

Table 9 Sales of Home and Garden by Category: Value 2013-2018

Table 10 Sales of Home and Garden by Category: % Value Growth 2013-2018

Table 11 NBO Company Shares of Home and Garden: % Value 2014-2018

Table 12 LBN Brand Shares of Home and Garden: % Value 2015-2018

Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2013-2018

Table 14 Distribution of Home and Garden by Format: % Value 2013-2018

Table 15 Distribution of Home and Garden by Format and Category: % Value 2018

Table 16 Forecast Sales of Home and Garden by Category: Value 2018-2023

Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2018-2023

Definitions

Sources

Summary 1 Research Sources

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