

Homewares in Argentina

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Abstracts

There are more and more single-person households in Argentina, especially in key cities like Buenos Aires and Mendoza. However, the market has yet to respond to this trend by adapting products and services to the needs of single-person homes. Many of these households consist of young women with higher average per capita income, compared with others who share a home. Designs and product sizes, prices and presentations do not yet correspond to the profile, needs or preferences of these households.

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

Get a detailed picture of the Homewares 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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