

Microwaves in Argentina

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Abstracts

In 2016, microwaves fell by 6% in volume terms. Microwaves sales were affected by devaluation and rising prices. The average unit price of microwaves increased by 35% in current terms in 2016.

Euromonitor International's Microwaves in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

Get a detailed picture of the Microwaves 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

Trends

Category Data

Table 1 Sales of Microwaves by Category: Volume 2011-2016

Table 2 Sales of Microwaves by Category: Value 2011-2016

Table 3 Sales of Microwaves by Category: % Volume Growth 2011-2016

Table 4 Sales of Microwaves by Category: % Value Growth 2011-2016

Table 5 Sales of Microwaves by Connected Appliances: % Volume 2013-2016

Table 6 NBO Company Shares of Microwaves: % Volume 2012-2016

Table 7 LBN Brand Shares of Microwaves: % Volume 2013-2016

Table 8 Distribution of Microwaves by Format: % Volume 2011-2016

Table 9 Production, Imports and Exports of Microwaves: Total Volume 2011-2016

Table 10 Forecast Sales of Microwaves by Category: Volume 2016-2021

Table 11 Forecast Sales of Microwaves by Category: Value 2016-2021

Table 12 Forecast Sales of Microwaves by Category: % Volume Growth 2016-2021

Table 13 Forecast Sales of Microwaves by Category: % Value Growth 2016-2021

New San SA in Consumer Appliances (argentina)

Strategic Direction

Key Facts

Summary 1 New San SA: Key Facts

Summary 2 New San SA: Operational Indicators

Production

Summary 3 New San SA: Production Statistics 2014-2016

Competitive Positioning

Summary 4 New San SA: Competitive Position 2016

Executive Summary

Drop in Sales for Consumer Appliances

Financing and Promotional Strategies To Boost Sales

Imported Products Advance Over the Local Industry

Changing Habits of Consumers Witnessed Through Internet Retailing

Expectations and Uncertainty After the First Year of New Government

Key Trends and Developments

Changes in the Traditional Retail Channel Model

Smart Appliances, A New Local Trend

Proposal of Financing the Purchase of Energy-efficient Appliances

Market Indicators

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by

Category 2011-2016

Table 15 Replacement Cycles of Consumer Appliances by Category 2011-2016

Table 16 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2016-2021

Table 17 Forecast Replacement Cycles of Consumer Appliances by Category 2016-2021

Market Data

Table 18 Sales of Consumer Appliances by Category: Volume 2011-2016

Table 19 Sales of Consumer Appliances by Category: Value 2011-2016

Table 20 Sales of Consumer Appliances by Category: % Volume Growth 2011-2016

Table 21 Sales of Consumer Appliances by Category: % Value Growth 2011-2016

Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2011-2016

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2011-2016

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2011-2016

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2011-2016

Table 26 Sales of Small Appliances by Category: Volume 2011-2016

Table 27 Sales of Small Appliances by Category: Value 2011-2016

Table 28 Sales of Small Appliances by Category: % Volume Growth 2011-2016

Table 29 Sales of Small Appliances by Category: % Value Growth 2011-2016

Table 30 NBO Company Shares of Major Appliances: % Volume 2012-2016

Table 31 LBN Brand Shares of Major Appliances: % Volume 2013-2016

Table 32 NBO Company Shares of Small Appliances: % Volume 2012-2016

Table 33 LBN Brand Shares of Small Appliances: % Volume 2013-2016

Table 34 Distribution of Major Appliances by Format: % Volume 2011-2016

Table 35 Distribution of Small Appliances by Format: % Volume 2011-2016

Table 36 Forecast Sales of Consumer Appliances by Category: Volume 2016-2021

Table 37 Forecast Sales of Consumer Appliances by Category: Value 2016-2021

Table 38 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2016-2021

Table 39 Forecast Sales of Consumer Appliances by Category: % Value Growth 2016-2021

Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2016-2021

Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2016-2021

Table 42 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2016-2021

Table 43 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2016-2021

Table 44 Forecast Sales of Small Appliances by Category: Volume 2016-2021

Table 45 Forecast Sales of Small Appliances by Category: Value 2016-2021

Table 46 Forecast Sales of Small Appliances by Category: % Volume Growth 2016-2021

Table 47 Forecast Sales of Small Appliances by Category: % Value Growth 2016-2021
Sources

Summary 5 Research Sources

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