

# Argentina Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Argentina Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Consumer Electronics Retail in Argentina industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Argentinian consumer electronics market had total revenues of \$9.1 billion in 2022, representing a compound annual growth rate (CAGR) of 47% between 2017 and 2022.

The household appliances segment accounted for the market's largest proportion in 2022, with total revenues of \$3.7 billion, equivalent to 40.3% of the market's overall value.

The growth in the Argentinian consumer electronics market is influenced by

consumer shift toward digital. In Argentina, 18.3 million individuals, or 90% of the population, have made at least one online transaction, according to data from the Argentine Chamber of Electronic Commerce (CACE).

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in Argentina

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Argentina

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Argentina consumer electronics retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Argentina consumer electronics retail market by value in 2022?

What will be the size of the Argentina consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Argentina consumer electronics retail market?

How has the market performed over the last five years?

How large is Argentina's consumer electronics retail market in relation to its regional counterparts?

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