

# Online Retail in Argentina

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## Abstracts

Online Retail in Argentina

### SUMMARY

Online Retail in Argentina industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.

The Argentinian online retail sector generated total revenues of \$2.3bn in 2018, representing a compound annual growth rate (CAGR) of 42% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$1.1bn, equivalent to 46.6% of the sector's overall value.

Despite the strong growth, the sector is being held back slightly by long delivery times, but as online retailers are tackling this problem, consumers are more readily trying out online retail.

## SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Argentina online retail market with five year forecasts

## REASONS TO BUY

What was the size of the Argentina online retail market by value in 2018?

What will be the size of the Argentina online retail market in 2023?

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

How has the market performed over the last five years?

What are the main segments that make up Argentina's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Why do domestic firms dominate the sector?
- 7.4. Who are the main challengers to the incumbents?

## **8 COMPANY PROFILES**

- 8.1. MercadoLibre Inc
- 8.2. Amazon.com, Inc.
- 8.3. Fravega SACI el
- 8.4. eBay Inc
- 8.5. Alibaba Group Holding Limited

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Argentina online retail sector value: \$ million, 2014-18
Table 2: Argentina online retail sector category segmentation: \$ million, 2018
Table 3: Argentina online retail sector geography segmentation: \$ million, 2018
Table 4: Argentina online retail sector distribution: % share, by value, 2018
Table 5: Argentina online retail sector value forecast: \$ million, 2018-23
Table 6: MercadoLibre Inc: key facts
Table 7: MercadoLibre Inc: Annual Financial Ratios
Table 8: MercadoLibre Inc: Key Employees
Table 9: Amazon.com, Inc.: key facts
Table 10: Amazon.com, Inc.: Annual Financial Ratios
Table 11: Amazon.com, Inc.: Key Employees
Table 12: Fravega SACI el: key facts
Table 13: eBay Inc: key facts
Table 14: eBay Inc: Annual Financial Ratios
Table 15: eBay Inc: Key Employees
Table 16: eBay Inc: Key Employees Continued
Table 17: Alibaba Group Holding Limited: key facts
Table 18: Alibaba Group Holding Limited: Annual Financial Ratios
Table 19: Alibaba Group Holding Limited: Key Employees
Table 20: Argentina size of population (million), 2014-18
Table 21: Argentina gdp (constant 2005 prices, \$ billion), 2014-18
Table 22: Argentina gdp (current prices, \$ billion), 2014-18
Table 23: Argentina inflation, 2014-18
Table 24: Argentina consumer price index (absolute), 2014-18
Table 25: Argentina exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Argentina online retail sector value: \$ million, 2014-18

Figure 2: Argentina online retail sector category segmentation: % share, by value, 2018

Figure 3: Argentina online retail sector geography segmentation: % share, by value, 2018

Figure 4: Argentina online retail sector distribution: % share, by value, 2018

Figure 5: Argentina online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in Argentina, 2018

Figure 7: Drivers of buyer power in the online retail sector in Argentina, 2018

Figure 8: Drivers of supplier power in the online retail sector in Argentina, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Argentina, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Argentina, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in Argentina, 2018

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