



# Personal Care Appliances in Argentina

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand plunges as consumers rein in non-essential spending  
Beauty specialist retailers channel continues to make distribution gains  
Arimex Importadora retains overall lead as Philips regains some ground

PROSPECTS AND OPPORTUNITIES

Relatively low unit prices and financing offers will aid recovery from 2025  
Body shavers will continue to profit from changes in male grooming standards  
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