

Large Cooking Appliances in Argentina

December 2024

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Large Cooking Appliances in Argentina - Category analysis

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2024 DEVELOPMENTS

Cookers shows lowest rate of volume decline as overall demand falls sharply

Escorial imposes temporary layoffs at its Mar del Plata factory

Local brands continue to dominate large cooking appliances

PROSPECTS AND OPPORTUNITIES

Volume sales expected to increase steadily after solid rebound in 2025

Electric models set to continue gaining ground in cookers

Ovens and built-in hobs predicted to grow fastest in volume terms

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