



Appliances and Electronics Specialists in Argentina

February 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume sales decline deeply in 2024
- Musimundo rebrands
- Megatone offers relief for those on the autism spectrum

PROSPECTS AND OPPORTUNITIES

- No more threat from import barriers
- Recovery projected for appliances and electronics specialists, with greater investment in e-commerce
- Threats from other retailers set to intensify

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Retail in Argentina - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- End of Precios Justos
- Changes in the competitive landscape
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas
- Back to school
- Mother's Day
- Father's Day
- Children's Day
- Wise Men Day

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