

Gardening in Argentina

June 2025

Table of Contents

Gardening in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban gardening and sustainability drive growth in Argentina's gardening sector in 2024

Battery-powered innovation and sustainability drive growth for Stihl and Honda in Argentina's gardening equipment market

Retailers in Argentina adapt to inflation and shifting consumer habits through omnichannel strategies and expanded home and garden offerings

PROSPECTS AND OPPORTUNITIES

Slowed growth expected in Argentina's gardening category amid economic challenges

Climate change drives innovation in gardening in Argentina with focus on resilience and sustainability

Technology and sustainability drive innovation in gardenining in Argentina

CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2019-2024

Table 2 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Gardening: % Value 2020-2024

Table 4 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 5 - Distribution of Gardening by Format: % Value 2019-2024

Table 6 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Home and Garden in Argentina - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2019-2024

Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024

Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024

Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024

Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024

Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gardening-in-argentina/report.