

Homewares in Argentina

June 2025

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Homewares in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dining category fuels growth through design, culture and digital accessibility

Rigolleau leads a dynamic competitive landscape by combining tradition with innovation

Non-grocery retailers dominate the market through breadth of range and omnichannel strategies

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Economic turbulence expected to dampen growth and shift spending priorities

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Innovation to drive premiumisation through functionality, hygiene and smart features

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