

# Wearable Electronics in Argentina

July 2024

**Table of Contents** 

# Wearable Electronics in Argentina - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Imports bureaucratic restrictions paused rocketing uptrend
E-commerce stood as the great distribution ally of the category
Xiaomi and Garmin lead the main sub-categories

## PROSPECTS AND OPPORTUNITIES

Strong rebound in 2025

Sports enthusiasts stand as the main consumers

Ecosystem's business strategy will benefit wearable electronics

#### **CATEGORY DATA**

Table 1 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 2 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

# Consumer Electronics in Argentina - Industry Overview

## **EXECUTIVE SUMMARY**

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

# MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics 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/wearable-electronics-in-argentina/report.