



**Euromonitor
International**

Personal Luxury in Argentina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- More brands entering the country will boost the growth of personal luxury
- The online channel is gaining in relevance both for the sale of products and for communication
- Greater customer knowledge and personalised approach are key for personal luxury buyers

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Luxury Goods in Argentina - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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