

Supermarkets in Argentina

February 2024

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Supermarkets in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Asian supermarkets lose competitiveness
Consumers prefer shopping in supermarkets in a highly inflationary climate
Devaluation of the local currency attracts shoppers from neighbouring countries

PROSPECTS AND OPPORTUNITIES

Credit-based purchases to grow in supermarkets as Carrefour launches a virtual credit card
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