

# General Merchandise Stores in Argentina

February 2024

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## General Merchandise Stores in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Coppel is left as the only major department store operator  
Department stores shows a good recovery in 2023 through Coppel  
Import barriers exacerbate the struggles of variety stores

#### PROSPECTS AND OPPORTUNITIES

No international players are expected to enter the fray  
Coppel to continue to invest in the online channel  
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