

Retail E-Commerce in Argentina

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Very high inflation underpins exponential retail current value growth but investment remains strong

Dafiti announces departure from Argentina

Foreign retail e-commerce sales are limited by government taxes

PROSPECTS AND OPPORTUNITIES

Foreign investment is expected to remain low amid high economic uncertainty

Special days to boost online sales while players seek to improve delivery times

Smart convenience stores compete with e-commerce

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Multinational retailers continue to exit the market in 2023

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