

Appliances and Electronics Specialists in Argentina

February 2024

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Appliances and Electronics Specialists in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tough economic and business environment negatively impacts top players

Some players suspend sales amid economic uncertainty

Import barriers create difficulties for appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

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Omnichannel focus in the forecast period

Other retail formats challenge appliances and electronics specialists

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Multinational retailers continue to exit the market in 2023

What next for retail?

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Informal retail

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