

# Home Laundry Appliances in Argentina

December 2023

Table of Contents

## Home Laundry Appliances in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ahora 12 financing plan and inflation combined to boost sales of home laundry appliances

Surprising sales surge in semi-automatic washing machines

Controladora Mabe SA de CV's strategic acquisition propels leadership

#### PROSPECTS AND OPPORTUNITIES

A more active lifestyle drives demand for larger washing machines

Emergence of an incipient automatic washing machine export hub

Energy efficiency high on brands' priority list

#### CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

### MARKET INDICATORS

Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023

Table 28 - Sales of Small Appliances by Category: Value 2018-2023

Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-laundry-appliances-in-argentina/report](http://www.euromonitor.com/home-laundry-appliances-in-argentina/report).