Home and Garden in Argentina

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
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Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

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DISCLAIMER

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Home Improvement in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rapidly rising inflation boosts demand for home improvement products
Sinteplast remains the leading player in value terms
Value share of e-commerce continues to rise

PROSPECTS AND OPPORTUNITIES

Painted wallpapers resembling artwork set to gain popularity
Cost and convenience factors should widen appeal of plywood flooring
Private label penetration likely to increase

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Gardening in Argentina

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Indoor gardening continues to gain popularity in Argentina
Local players retain the largest share of gardening value sales

**PROSPECTS AND OPPORTUNITIES**
Overall demand for gardening products expected to remain buoyant
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**Homewares in Argentina**

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Beverageware profits as consumers curb spending on foodservice visits
Home cooking trend continues to buoy sales of food storage products
Rigolleau remains the leading company in homewares

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**2022 DEVELOPMENTS**
Increased incidence of remote working benefits home office furniture
Consumers continue to favour cheaper local brands and private label
Bath textiles profits from essential status of certain product types

**PROSPECTS AND OPPORTUNITIES**
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E-commerce set to make further distribution gains in home furnishings

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