



# Consumer Appliances in Argentina

February 2026

Table of Contents

## Consumer Appliances in Argentina

### EXECUTIVE SUMMARY

Search for energy-efficient devices and rising disposable incomes help drive growth

### KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

### INDUSTRY PERFORMANCE

Energy efficiency drives sales growth through financing options

Dynamism coming from consumers looking for energy-efficient models

Key trends and future outlook

Chart 3 - New San Launches a New Philco Energy-Efficient Split Air Conditioner

### WHAT'S NEXT?

Strong growth driven by energy efficiency and financing

Home laundry appliances and refrigeration appliances lead growth

Air fryers and robotic vacuum cleaners drive innovation

Chart 4 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Local production and imports shape competitive landscape

Opportunities arise from energy efficiency and innovation

### CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with brand-owned platforms

No new retail concepts emerge in 2026

### PRODUCTS

Bosch and Samsung drive innovation with advanced features

Chart 5 - Bosch's New Oven with Air Frying Feature

Innovation in home laundry and large cooking appliances

Chart 6 - Samsung Introduces its New Smart Bespoke AI Washer Dryer in Argentina

### ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030

Chart 8 - PEST Analysis in Argentina 2025

### CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Argentina 2025

Chart 10 - Consumer Landscape in Argentina 2025

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## [Dishwashers in Argentina](#)

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increasing disposable income and an expanding employed female population help drive sales

Chart 11 - Key Trends 2025

Chart 12 - Analyst Insight

## INDUSTRY PERFORMANCE

Consumers drive demand with increased disposable income

Freestanding dishwashers dominate sales thanks to the consumer preference for these models

Financing options shape consumer purchasing decisions

## WHAT'S NEXT?

Consumers drive demand with increased disposable income and search for energy efficiency

Freestanding dishwashers to remain dominant, slimline and table-top varieties making gains

Energy efficiency and financing options to shape future

## COMPETITIVE LANDSCAPE

The Whirlpool and Drean brands dominate the dishwashers market

No notable mergers or acquisitions in dishwashers

Chart 13 - Candy's Availability Strongly Increases with New Imports

Philco launches a new table-top dishwasher that fits over kitchen's countertops

Chart 14 - Philco's New Table-Top Dishwasher Fits over a Kitchen's Countertops

## CHANNELS

Physical stores remain dominant despite e-commerce growth

E-commerce drives sales with competitive pricing and convenience

No new retail brands or concepts emerge in 2026

## PRODUCTS

Sustainability drives innovation with energy-efficient designs

Compact designs gain traction in space-constrained kitchens

Business impact: manufacturers focus on energy efficiency and compact designs

Chart 15 - Philco's New Table-Top Dishwasher is Claimed to Save up to 75% of Water Versus Hand Dishwashing

## COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sustainability and energy efficiency are key trends in the growing laundry appliances market

Chart 16 - Key Trends 2025

Chart 17 - Analyst Insight

## INDUSTRY PERFORMANCE

Samsung drives energy efficiency with smart laundry solutions

Chart 18 - Samsung's New Smart and Energy-Efficient Top-Loading Washing Machine

Automatic washing machines dominate volume sales

Automatic washer dryers see dynamic growth driven by consumer demand

## WHAT'S NEXT?

Consumers drive demand for energy-efficient laundry solutions

Automatic washing machines will maintain their dominance

Automatic dryers will see dynamic growth

## COMPETITIVE LANDSCAPE

Leading brands maintain dominance through established presence

Sustainability drives growth and innovation in home laundry appliances

## CHANNELS

Appliances and electronics specialists lead distribution

E-commerce drives growth with competitive pricing

No new retail brands or concepts emerge in 2026

## PRODUCTS

Samsung and New San drive innovation with smart features

New launches offer customisation and energy efficiency

Chart 19 - New San Launches a New Washer Dryer Tower under its Philco Brand

Samsung launches smart automatic washer dryer in Argentina

Chart 20 - Samsung Introduces its New Bespoke AI Smart Washer Dryer to the Local Market

## COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increased disposable income and favourable financing options help drive strong growth

Chart 21 - Key Trends 2025

Chart 22 - Analyst Insight

## INDUSTRY PERFORMANCE

Disposable income growth drives sales of large cooking appliances

Cookers lead sales, driven by consumer preference for convenience

Financing options likely to remain a key trend shaping large cooking appliances sales

## WHAT'S NEXT?

Consumers prioritise affordability and financing options

Ovens and built-in hobs drive growth with stylish kitchen designs

Electric models gain traction as gas regulator hurdles mount

## COMPETITIVE LANDSCAPE

Local players maintain dominance in a concentrated market

Innovation and financing drive market growth and opportunities

## CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce a key channel due to its competitive pricing

Brands launch their own e-commerce platforms to sell directly to consumers

Chart 23 - Many Brands in Large Cooking Appliances Launching D2C Platforms

## PRODUCTS

New San drives innovation with Bosch's new Series 8 oven

Chart 24 - New San Begins Imports of the New Bosch Series 8 Oven

Multi-functionality boosts sales through enhanced product offerings

New San introduces its first Atma natural gas cooker

Chart 25 - Atma Launches its First Gas-Fired Cooker

## COUNTRY REPORTS DISCLAIMER

[Microwaves in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increased disposable income and decelerating inflation help drive growth in microwave sales

Chart 26 - Key Trends 2025

Chart 27 - Analyst Insight

### INDUSTRY PERFORMANCE

Consumers invest in microwaves as economy stabilises

Freestanding microwaves dominate the market

Competition from other cooking appliances impacts growth

### WHAT'S NEXT?

Consumers continue to face challenges in microwave purchases

Freestanding microwaves will remain the dominant category

Health concerns and alternative appliances to shape future market developments

### COMPETITIVE LANDSCAPE

Local players maintain dominance despite rising imports

New low-priced imports enter the market

Chart 28 - Kanji's Low-Price Microwaves Target Low-Income Consumers

### CHANNELS

Appliances and electronics specialists drive offline sales

E-commerce gains traction with competitive pricing and convenience

No new retail concepts or collaborations expected to emerge in 2026

### PRODUCTS

Whirlpool drives premiumisation with high-end microwave launches

Chart 29 - Whirlpool Introduces a High-End Microwave with Air Frying and Other Cooking Styles

Chart 30 - Whirlpool Launches a High-End Built-In Microwave in Argentina

Premiumisation and multi-functionality boost sales

Competition from other cooking appliances impacts growth

### COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Energy-efficient models with innovative features helping drive the strong growth in 2025

Chart 31 - Key Trends 2025

Chart 32 - Analyst Insight

### INDUSTRY PERFORMANCE

Samsung and Whirlpool drive sales with innovative features

Fridge freezers dominate market share

Energy efficiency gains prominence

### WHAT'S NEXT?

Samsung and Whirlpool lead the charge with innovative energy-efficient models

Imports to challenge local production with competitive pricing

Energy efficiency and smart technology to shape future sales

## COMPETITIVE LANDSCAPE

Electrolux and Mabe lead with strong brand portfolios

No significant mergers or acquisitions in 2025

## CHANNELS

Appliances and electronics specialists dominate distribution

E-commerce continues to be a strong performer

Energy efficiency and smart technology drive sales

## PRODUCTS

LG drives premiumisation with innovative fridge freezers

Chart 33 - LG Introduces a New Model of its High-End Side-by-Side Fridge Freezer

Energy efficiency and premium features fuel growth

Chart 34 - Whirlpool Launches New Fridge Freezer Model with Inverter Technology

Samsung launches Bespoke fridge freezer with AI Vision Inside technology

Chart 35 - Samsung Unveils its New High-End Smart Fridge Freezer with Vision Inside Technology

## COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increased disposable income and a focus on energy efficiency help drive air conditioners growth

Chart 36 - Key Trends 2025

Chart 37 - Analyst Insight

## INDUSTRY PERFORMANCE

New San drives sales growth with innovative air purifying split air conditioners

Chart 38 - Philco's New Split Air Conditioner with Air Purification Functionalities

Split air conditioners dominate sales due to energy efficiency

Dynamic growth in sales driven by consumer demand for efficiency

## WHAT'S NEXT?

Energy efficiency to drive future sales and sustainability

Split air conditioners to remain dominant, window air conditioners will remain a niche

Main trends shaping the future of air conditioners include rising temperatures

## COMPETITIVE LANDSCAPE

Leading local players maintain dominance through innovation

Growing demand for energy-efficient products offers opportunities

## CHANNELS

Appliances and electronics specialists drive offline sales

E-commerce gains traction with competitive pricing and convenience

Emerging trends and future outlook

## PRODUCTS

Manufacturers innovate with multi-functionality and energy efficiency

Chart 39 - BGH Launches its Line of Multisplit Compatibles with Wall-Mounted Splits and Ducts

Chart 40 - Midea's New Inverter Split Air Conditioner with Smart Connectivity

## COUNTRY REPORTS DISCLAIMER

## Food Preparation Appliances in Argentina

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Increasing consumer disposable income and a growing urban population help drive growth

Chart 41 - Key Trends 2025

Chart 42 - Analyst Insight

#### INDUSTRY PERFORMANCE

Positive performance driven by economic factors and rising disposable income

Blenders lead the category with significant sales

Health and wellness trend fuels demand for advanced appliances

#### WHAT'S NEXT?

Consumers drive growth with healthier habits and stylish designs

Blenders will maintain the largest share as consumers continue seek versatility

Design and energy efficiency will be key differentiators

#### COMPETITIVE LANDSCAPE

Leading companies maintain market share despite new entrants

New entrants and product innovation drive market dynamics

#### CHANNELS

Traditional retailers remain significant despite e-commerce gains

E-commerce likely to be boosted by brands adopting direct-to-consumer sales

No emerging retail brands or concepts anticipated in 2026

#### PRODUCTS

Premiumisation drives innovation in multi-functional appliances

Essen's robotic kitchen sets a new standard

Chart 43 - Kitchenware Company Essen Launches a Robotic Kitchen

Innovation and design drive growth

#### COUNTRY REPORTS DISCLAIMER

## Personal Care Appliances in Argentina

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Multi-functionality and compact design help drive growth in personal care appliances

Chart 44 - Key Trends 2025

Chart 45 - Analyst Insight

#### INDUSTRY PERFORMANCE

Multi-functionality drives growth in personal care appliances

Hair care appliances dominate sales, with consumers looking for multi-functionality

Innovative launches fuel category expansion

Chart 46 - Remington's New Wet2Style Air Brush

#### WHAT'S NEXT?

Consumers driving demand for multi-functional appliances

Hair care appliances will continue to lead, boosted by their innovation and versatility

Energy efficiency and trade liberalisation to shape future

## COMPETITIVE LANDSCAPE

Gama leverages influencer marketing to boost sales

Chart 47 - Actress and Model Pampita Promotes Gama's New IQ 3 Hair Dryer

Competition intensifies with low-price Chinese brands

## CHANNELS

Electronics and appliances specialists drive sales through offline channels

Retail e-commerce remains attractive through competitive pricing and convenience

No new retail concepts or collaborations expected to emerge in 2026

## PRODUCTS

Cordless and portable solutions drive innovation

Chart 48 - Philips Launches New Cordless Shaver

Recent innovations enhance product functionality

Innovation drives business growth and competitiveness

## COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Argentina](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increased consumer disposable income and health and wellness trend drive growth

Chart 49 - Key Trends 2025

Chart 50 - Analyst Insight

## INDUSTRY PERFORMANCE

Atma drives growth with innovative air fryer models

Air fryers lead growth in small cooking appliances

Health and wellness trend shapes consumer preferences

## WHAT'S NEXT?

Air fryers to remain the most dynamic product

Design and functionality to shape purchasing decisions

Energy efficiency and trade liberalisation to impact small cooking appliances

## COMPETITIVE LANDSCAPE

Atma and Philips lead with innovative products and strategic changes

Chart 51 - Atma Unveils Five New Air Fryer Models

No significant mergers or acquisitions, but innovation continues to be seen

Chart 52 - Peugeot Introduces a D2C Platform

## CHANNELS

Atma and Philips drive sales through diverse retail channels

Traditional retail remains dominant despite e-commerce growth

No new retail brands or concepts expected to emerge in 2026

## PRODUCTS

Convenience and customisation drive innovation

Oster and Atma making innovative product launches

Chart 53 - Oster's New Coffee Machine with an Incorporated Milk Frother

Innovation drives growth in small cooking appliances

## COUNTRY REPORTS DISCLAIMER

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Strong growth seen in 2025

Chart 54 - Key Trends 2025

Chart 55 - Analyst Insight

### INDUSTRY PERFORMANCE

Consumers' increased disposable income boosts vacuum cleaner sales

Standard vacuum cleaners remain dominant but robotic cleaners are gaining ground

Technological advancements and affordability drive market trend

### WHAT'S NEXT?

Consumers' disposable income drives growth in vacuum cleaners

Increasing popularity of robotic vacuum cleaners, boosted by their innovative features

Energy efficiency and product innovation shape future trends

### COMPETITIVE LANDSCAPE

Visuar and New San lead the market with significant shares

Dynamic competition and innovation characterise the market

### CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce continues to grow rapidly

Emerging trends and future outlook

### PRODUCTS

Smart and AI-powered cleaning solutions gain traction

Chart 56 - Positivo Introduces Its New PRA800 Robotic Vacuum Cleaner in Argentina

Convenience and customisation drive product innovation

Chart 57 - Philips Launches a New Robotic Vacuum Cleaner with Customisation Features

Chart 58 - German Brand Rowenta Offering Four New Stick Vacuum Cleaner Models

Segmented consumer focus boosts market growth

### COUNTRY REPORTS DISCLAIMER

## 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/consumer-appliances-in-argentina/report](http://www.euromonitor.com/consumer-appliances-in-argentina/report).