



Euromonitor
International

Food Preparation Appliances in Argentina

February 2026

Table of Contents

Food Preparation Appliances in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Chart 1 - Key Trends 2025

Chart 2 - 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 3 - Kitchenware Company Essen Launches a Robotic Kitchen

Innovation and design drive growth

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[Consumer Appliances in Argentina - Industry Overview](#)

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - 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 6 - 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 7 - 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 8 - Bosch's New Oven with Air Frying Feature
Innovation in home laundry and large cooking appliances
Chart 9 - Samsung Introduces its New Smart Bespoke AI Washer Dryer in Argentina

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030
Chart 11 - PEST Analysis in Argentina 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Argentina 2025
Chart 13 - Consumer Landscape in Argentina 2025

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SOURCES

Summary 1 - Research Sources

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