



# Refrigeration Appliances in Argentina

February 2026

Table of Contents

## Refrigeration Appliances in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

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

Chart 1 - Key Trends 2025

Chart 2 - 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 3 - LG Introduces a New Model of its High-End Side-by-Side Fridge Freezer

Energy efficiency and premium features fuel growth

Chart 4 - Whirlpool Launches New Fridge Freezer Model with Inverter Technology

Samsung launches Bespoke fridge freezer with AI Vision Inside technology

Chart 5 - Samsung Unveils its New High-End Smart Fridge Freezer with Vision Inside Technology

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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 6 - Key Trends 2025

Chart 7 - 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 8 - 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 9 - 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 10 - Bosch's New Oven with Air Frying Feature  
Innovation in home laundry and large cooking appliances  
Chart 11 - Samsung Introduces its New Smart Bespoke AI Washer Dryer in Argentina

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030  
Chart 13 - PEST Analysis in Argentina 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Argentina 2025  
Chart 15 - Consumer Landscape in Argentina 2025

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## SOURCES

Summary 1 - Research Sources

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