

Home and Garden in Argentina

June 2025

Table of Contents

Home and Garden in Argentina

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2019-2024
- Table 2 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

DIY culture and digital platforms reshape home improvement in Argentina

Leading players invest in operational efficiency and sustainability to drive competitive advantage

Non-grocery retailers dominate due to breadth of offering and omnichannel presence

PROSPECTS AND OPPORTUNITIES

Economic uncertainty slows growth, but DIY culture sustains market engagement

Rental demand, renovations and suburban growth to reshape housing and home improvement needs

Emerging technologies expected to elevate customisation, efficiency and smart living

CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2019-2024
- Table 11 Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

Gardening in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban gardening and sustainability drive growth in Argentina's gardening sector in 2024

Battery-powered innovation and sustainability drive growth for Stihl and Honda in Argentina's gardening equipment market

Retailers in Argentina adapt to inflation and shifting consumer habits through omnichannel strategies and expanded home and garden offerings

PROSPECTS AND OPPORTUNITIES

Slowed growth expected in Argentina's gardening category amid economic challenges

Climate change drives innovation in gardening in Argentina with focus on resilience and sustainability

Technology and sustainability drive innovation in gardenining in Argentina

CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2019-2024

Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Gardening: % Value 2020-2024

Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 21 - Distribution of Gardening by Format: % Value 2019-2024

Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dining category fuels growth through design, culture and digital accessibility

Rigolleau leads a dynamic competitive landscape by combining tradition with innovation

Non-grocery retailers dominate the market through breadth of range and omnichannel strategies

PROSPECTS AND OPPORTUNITIES

Economic turbulence expected to dampen growth and shift spending priorities

Demographic segmentation to influence product design and retail strategies

Innovation to drive premiumisation through functionality, hygiene and smart features

CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2019-2024

Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024

Table 26 - Sales of Homewares by Material: % Value 2019-2024

Table 27 - NBO Company Shares of Homewares: % Value 2020-2024

Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024

Table 29 - Distribution of Homewares by Format: % Value 2019-2024

Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home furnishings in Argentina thrives in 2024 with e-commerce growth and evolving consumer preferences

Local brands gain ground through multi-brand strategies and modular innovation

Retailers leverage affordability and digital tools to boost home furnishings sales

PROSPECTS AND OPPORTUNITIES

Lighting category shines in home furnishings in Argentina with energy efficiency and smart tech

Budget-friendly furniture gains traction in Argentina amid economic challenges

Innovations reshape Argentina's home furnishings market in 2024, focusing on sustainability and multifunctionality

CATEGORY DATA

- Table 32 Sales of Home Furnishings by Category: Value 2019-2024
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 36 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 37 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

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-and-garden-in-argentina/report.