

Luxury Goods in Argentina

October 2024

Table of Contents

Luxury Goods in Argentina

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

- Table 1 Sales of Luxury Goods by Category: Value 2019-2024
- Table 2 Sales of Luxury Goods by Category: % Value Growth 2019-2024
- Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
- Table 4 NBO Company Shares of Luxury Goods: % Value 2019-2023
- Table 5 LBN Brand Shares of Luxury Goods: % Value 2020-2023
- Table 6 Distribution of Luxury Goods by Format and Category: % Value 2024
- Table 7 Forecast Sales of Luxury Goods by Category: Value 2024-2029
- Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in tourism due to rising prices in the country affects the luxury hotel segment in 2024

Casa Lucia, the first Único Hotels project outside Spain, opens in the luxurious neighbourhood of Recoleta

Large international groups have limited presence in luxury hotels in Argentina

PROSPECTS AND OPPORTUNITIES

Greater connectivity and more luxury orientated offer to boost the arrival of international tourists Minor Hotels group opening new projects in the context of low priced properties Argentine restaurants recognised by the Michelin Guide

CATEGORY DATA

- Table 9 Sales of Experiential Luxury by Category: Value 2019-2024
- Table 10 Sales of Experiential Luxury by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Experiential Luxury: % Value 2019-2023
- Table 12 LBN Brand Shares of Experiential Luxury: % Value 2020-2023
- Table 13 Forecast Sales of Experiential Luxury by Category: Value 2024-2029
- Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

Fine Wines/Champagne and Spirits in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Experience seekers drive fine wines/champagne and spirits growth

Major international brands have presence in the country through both international and local players

Wine and experiential luxury go hand in hand in the province of Mendoza

PROSPECTS AND OPPORTUNITIES

Whisky to see growth as it becomes a trans-generational drink

Great growth in the cocktail segment with a large presence of female bartenders

Argentine wine positioned amongst the best in the world

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

Premium and Luxury Cars in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

SUV models gain relevance within premium and luxury cars

Mercedes-Benz Argentina SA dominates category

Growing offer of hybrid and electric cars in the premium and luxury segment

PROSPECTS AND OPPORTUNITIES

Premium and luxury car category will continue its positive development because its target audience is not affected by the ups and downs of the local economy

High tax burden affects the value of cars

Offering experiences is a key factor in attracting new customers

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2019-2024

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Personal Luxury in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

More brands entering the country will boost the growth of personal luxury

The online channel is gaining in relevance both for the sale of products and for communication

Greater customer knowledge and personalised approach are key for personal luxury buyers

CATEGORY DATA

- Table 28 Sales of Personal Luxury by Category: Value 2019-2024
- Table 29 Sales of Personal Luxury by Category: % Value Growth 2019-2024
- Table 30 NBO Company Shares of Personal Luxury: % Value 2019-2023
- Table 31 LBN Brand Shares of Personal Luxury: % Value 2020-2023
- Table 32 Distribution of Personal Luxury by Format: % Value 2019-2024
- Table 33 Forecast Sales of Personal Luxury by Category: Value 2024-2029
- Table 34 Forecast Sales of Personal Luxury 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 focusing 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/luxury-goods-in-argentina/report.