



# Passport

## Home and Garden in Argentina

Euromonitor International

June 2022

This sample report is for illustration  
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Some content and data have been  
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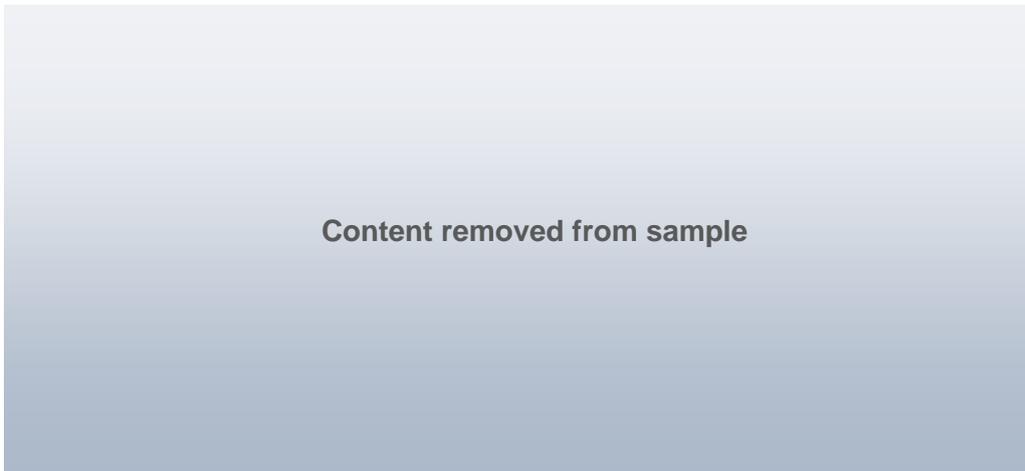
# HOME AND GARDEN IN ARGENTINA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

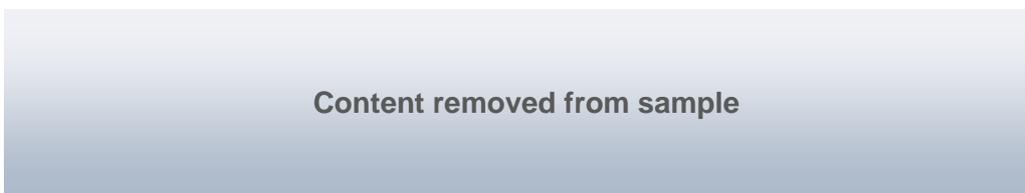
### Home and garden in 2021: The big picture

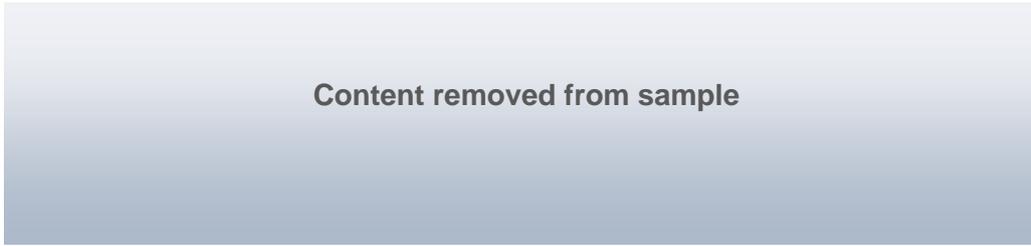


### 2021 key trends

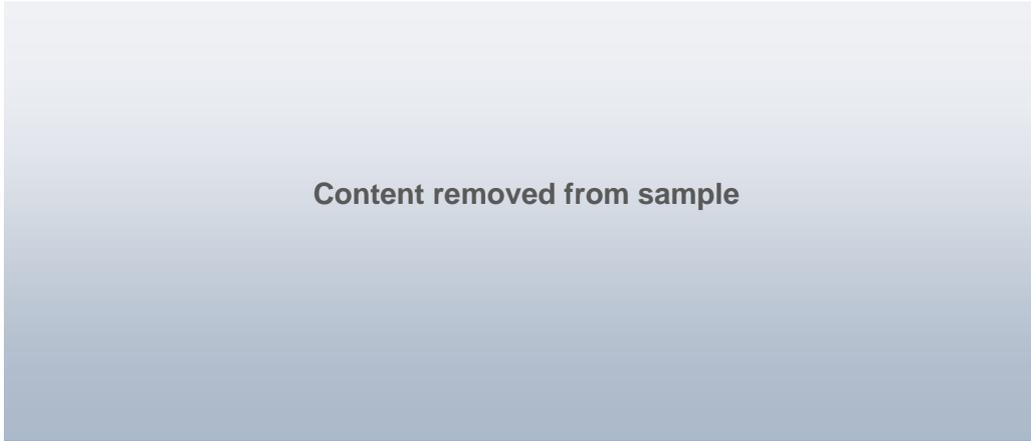


### Competitive landscape





Retailing developments



What next for home and garden?



MARKET DATA

**Table 1 Sales of Home and Garden by Category: Value 2016-2021**

ARS million	2016	2017	2018	2019	2020	2021
Home Improvement and Gardening	<b>Data removed from sample</b>					
Home Improvement Gardening						
Homewares and Home Furnishings						
Homewares						
Home Furnishings						
Home and Garden						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2 Sales of Home and Garden by Category: % Value Growth 2016-2021**

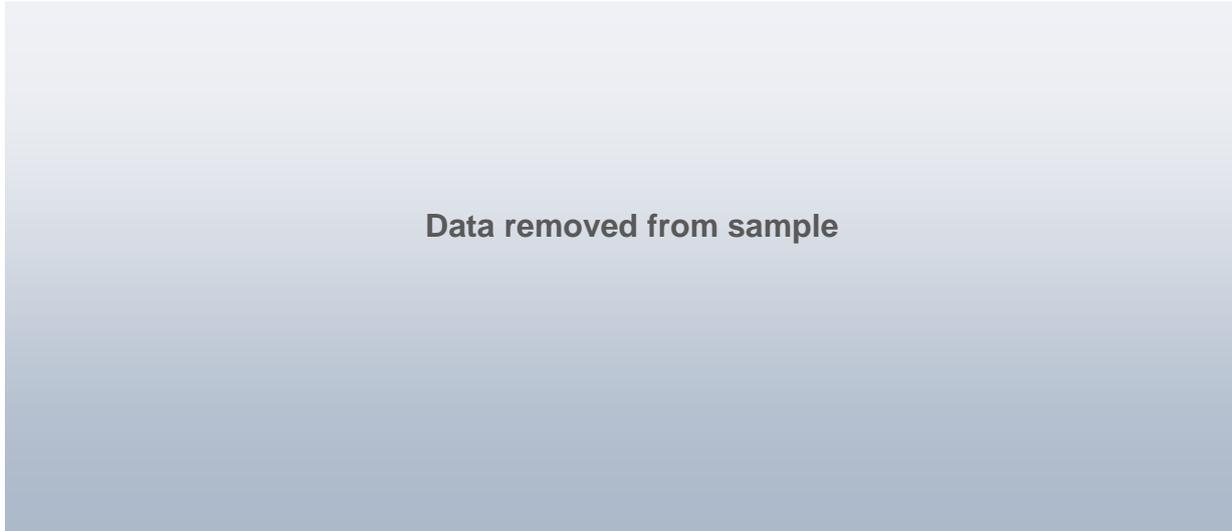
% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Home Improvement and Gardening	<b>Data removed from sample</b>		
Home Improvement Gardening			
Homewares and Home Furnishings			
Homewares			
Home Furnishings			
Home and Garden			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 NBO Company Shares of Home and Garden: % Value 2017-2021**

% retail value rsp Company	2017	2018	2019	2020	2021
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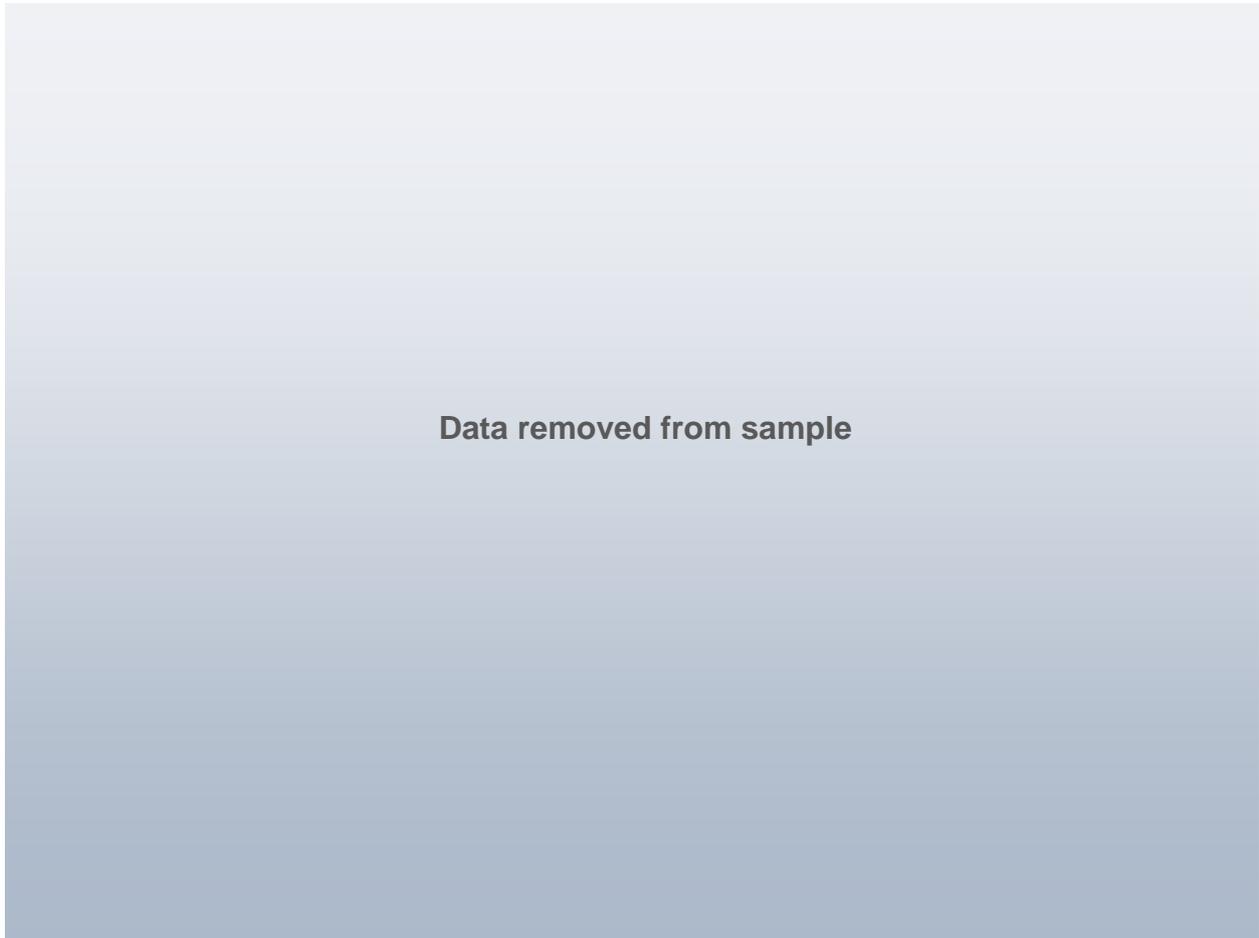
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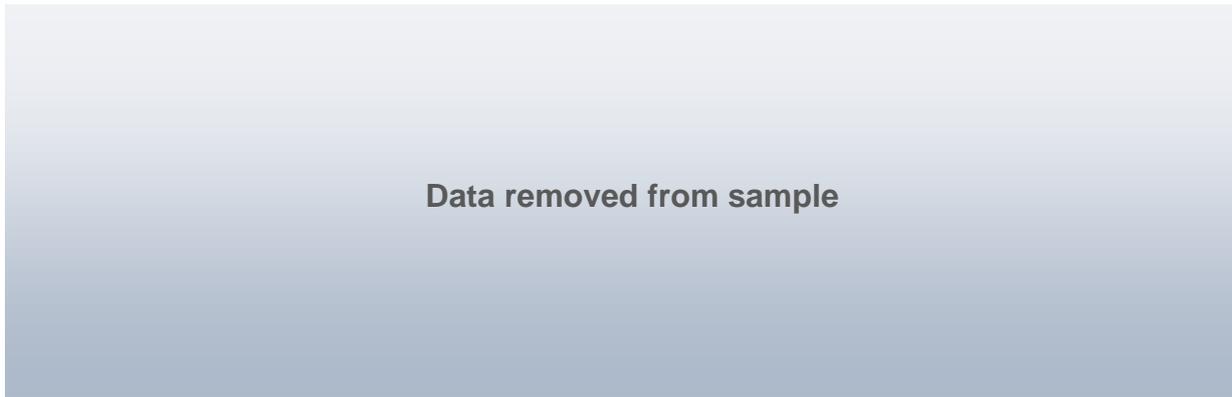


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4** LBN Brand Shares of Home and Garden: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5** Penetration of Private Label in Home and Garden by Category: % Value 2016-2021

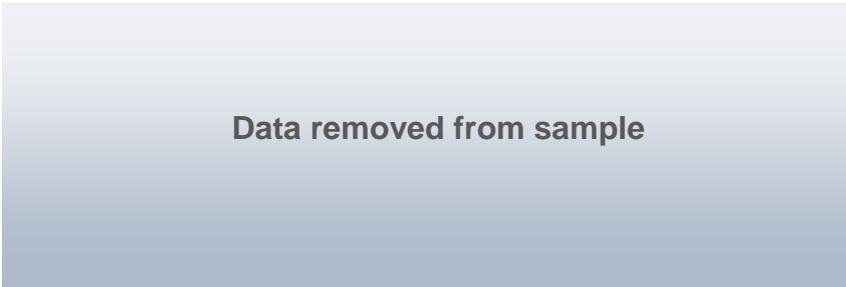
% retail value rsp	2016	2017	2018	2019	2020	2021
Gardening	<b>Data removed from sample</b>					
Home and Garden						
Home Furnishings						
Home Improvement						
Home Improvement and Gardening						
Homewares						
Homewares and Home Furnishings	<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6** Distribution of Home and Garden by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	<b>Data removed from sample</b>					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						

- Home Improvement and Gardening Stores
- Homewares and Home Furnishing Stores
- Other Non-Grocery Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 7** Distribution of Home and Garden by Format and Category: % Value 2021

% retail value rsp

	Home Improvement and Gardening	Home Improvement	Gardening	Homewares and Home Furnishings	Homewares	Home Furnishings
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: HIG = home improvement and gardening; HI = home improvement; GD = gardening; HHF = homewares and home furnishings; HW = homewares; HF = home furnishings

**Table 8** Forecast Sales of Home and Garden by Category: Value 2021-2026

ARS million

	2021	2022	2023	2024	2025	2026
Home Improvement and Gardening	<b>Data removed from sample</b>					
Home Improvement Gardening						
Homewares and Home Furnishings						
Homewares						
Home Furnishings						
Home and Garden						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026**

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Home Improvement and Gardening	<b>Data removed from sample</b>		
Home Improvement Gardening			
Homewares and Home Furnishings			
Homewares			
Home Furnishings			
Home and Garden			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

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## SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

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Source: Euromonitor International

# HOME IMPROVEMENT IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2021 DEVELOPMENTS

Pandemic measures give repairs and remodelling impetus

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New digital strategies for the sale of home paint

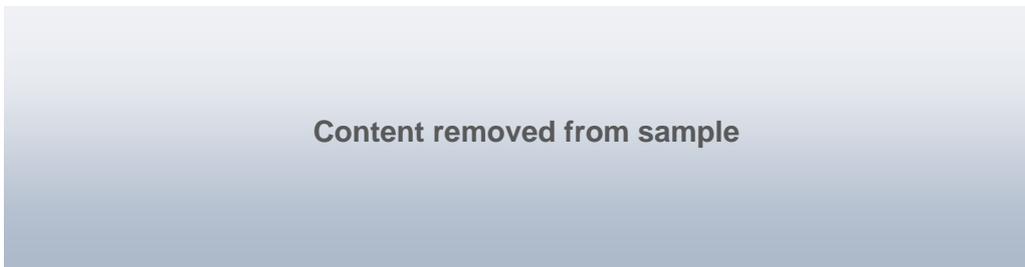
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Hand and power tools driven by DIY influencers

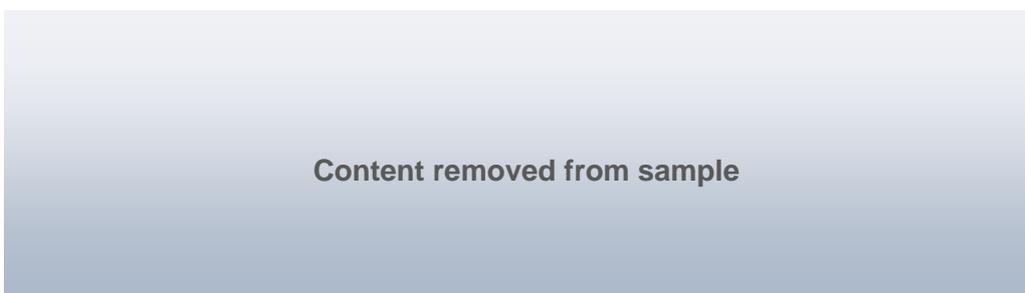
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## PROSPECTS AND OPPORTUNITIES

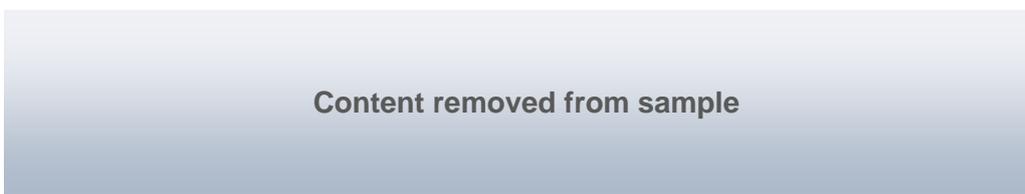
Wealth exodus from big cities could support price positioning



Pricing issues determine future paint trends



Online sourcing, influencers offers scope for retailers of home improvement



## CATEGORY DATA

Table 10 Sales of Home Improvement by Category: Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
- Bathroom and Sanitaryware	Data removed from sample					
- Floor Covering						
-- Carpets						
-- Floor Tiles						
-- Wooden Flooring						
-- Other Floor Covering						
- Hand Tools						

- Hardware
- Home Paint
- Lacquer and Varnish
- Decorative Paint
- Kitchen Sinks
- Power Tools
- Drills
- Corded Drills
- Cordless Drills
- Other Power Tools
- Other Corded Power Tools
- Other Cordless Power Tools
- Wall Covering
- Wall Tiles
- Wallpaper
- Other Home Improvement
- Home Improvement



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 11 Sales of Home Improvement by Category: % Value Growth 2016-2021**

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Bathroom and Sanitaryware			
- Floor Covering			
-- Carpets			
-- Floor Tiles			
-- Wooden Flooring			
-- Other Floor Covering			
- Hand Tools			
- Hardware			
- Home Paint			
-- Lacquer and Varnish			
-- Decorative Paint			
- Kitchen Sinks			
- Power Tools			
-- Drills			
--- Corded Drills			
--- Cordless Drills			
-- Other Power Tools			
--- Other Corded Power Tools			
--- Other Cordless Power Tools			
- Wall Covering			
-- Wall Tiles			
-- Wallpaper			
- Other Home Improvement			
Home Improvement			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 12 NBO Company Shares of Home Improvement: % Value 2017-2021**

% retail value rsp

Company	2017	2018	2019	2020	2021
---------	------	------	------	------	------



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13** LBN Brand Shares of Home Improvement: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 14**      **Distribution of Home Improvement by Format: % Value 2016-2021**

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						

- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Grocery Specialists
- Home and Garden Specialist Retailers
- Home Improvement and Gardening Stores
- Homewares and Home Furnishing Stores
- Other Non-Grocery Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15 Forecast Sales of Home Improvement by Category: Value 2021-2026**

ARS million

	2021	2022	2023	2024	2025	2026
- Bathroom and Sanitaryware	Data removed from sample					
- Floor Covering						
-- Carpets						
-- Floor Tiles						
-- Wooden Flooring						
-- Other Floor Covering						
- Hand Tools						
- Hardware						
- Home Paint						
-- Lacquer and Varnish						
-- Decorative Paint						
- Kitchen Sinks						
- Power Tools						
-- Drills						
--- Corded Drills						
--- Cordless Drills						
-- Other Power Tools						
--- Other Corded Power Tools						
--- Other Cordless Power Tools						
- Wall Covering						
-- Wall Tiles						
-- Wallpaper						
- Other Home Improvement						
Home Improvement						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2021-2026**

## % constant value growth

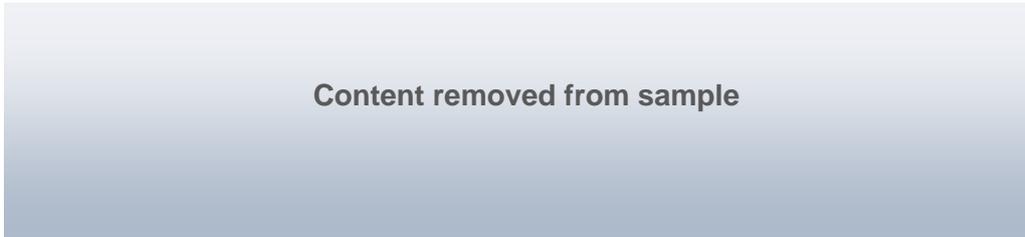
	2021/2022	2021-26 CAGR	2021/26 Total
- Bathroom and Sanitaryware			
- Floor Covering			
-- Carpets			
-- Floor Tiles			
-- Wooden Flooring			
-- Other Floor Covering			
- Hand Tools			
- Hardware			
- Home Paint			
-- Lacquer and Varnish			
-- Decorative Paint			
- Kitchen Sinks			
- Power Tools			
-- Drills			
--- Corded Drills			
--- Cordless Drills			
-- Other Power Tools			
--- Other Corded Power Tools			
--- Other Cordless Power Tools			
- Wall Covering			
-- Wall Tiles			
-- Wallpaper			
- Other Home Improvement			
Home Improvement			

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

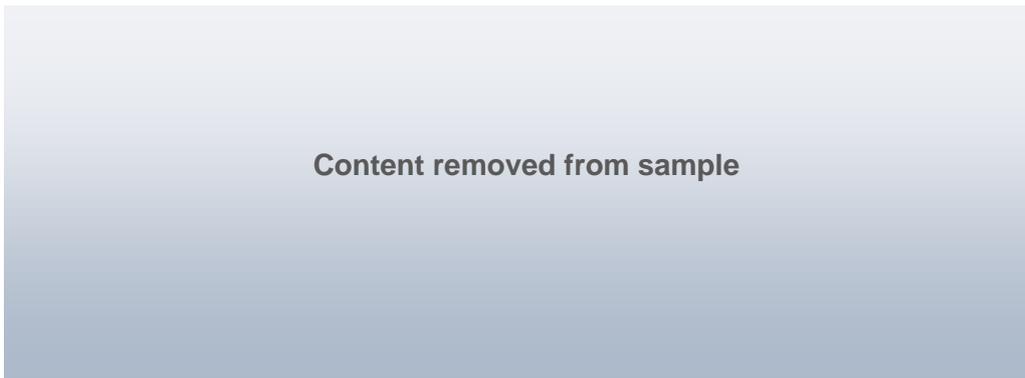
# GARDENING IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

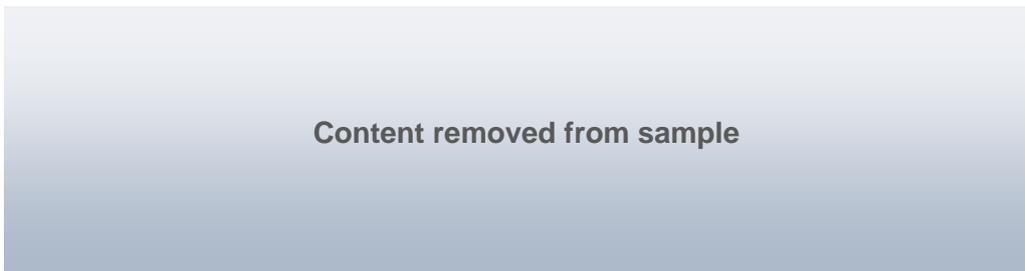


## 2021 DEVELOPMENTS

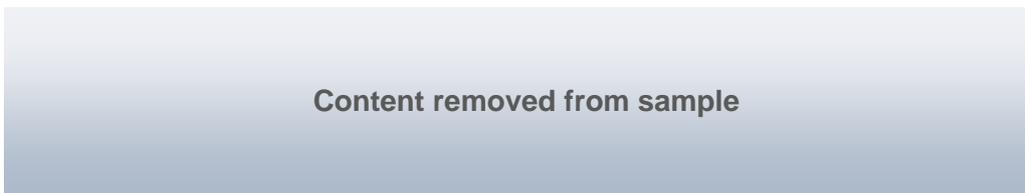
Pandemic-led lifestyle changes deliver positive growth in gardening



Nurseries adapt to new consumer base



Horticulture continues to see fragmentation, informality



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## PROSPECTS AND OPPORTUNITIES

Gardening trends set to strengthen

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Domestic lawn movers set to profit from affordability

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Online channel set to grow, with strong service offer for new consumers

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## CATEGORY DATA

Table 17 Sales of Gardening by Category: Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
- Garden Care	Data removed from sample					
-- Growing Media						

- Fertiliser
- Soil
- Plant Protection
- Pest Control
- Herbicides
- Gardening Equipment
- Gardening Hand Tools
- Gardening Power Tools
- Lawn Mowers
- Walk Power Lawn Mowers
- Riding Lawn Mowers
- Robotic Lawn Mowers
- Watering
- Horticulture
- Indoor Plants
- Seeds
- Other Horticulture
- Pots and Planters
- Other Gardening
- Gardening



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 18 Sales of Gardening by Category: % Value Growth 2016-2021**

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Garden Care			
-- Growing Media			
--- Fertiliser			
--- Soil			
-- Plant Protection			
--- Pest Control			
--- Herbicides			
- Gardening Equipment			
-- Gardening Hand Tools			
-- Gardening Power Tools			
-- Lawn Mowers			
--- Walk Power Lawn Mowers			
--- Riding Lawn Mowers			
--- Robotic Lawn Mowers			
-- Watering			
- Horticulture			
-- Indoor Plants			
-- Seeds			
-- Other Horticulture			
- Pots and Planters			
- Other Gardening			
Gardening			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19 NBO Company Shares of Gardening: % Value 2017-2021**

% retail value rsp

Company	2017	2018	2019	2020	2021
---------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 20 LBN Brand Shares of Gardening: % Value 2018-2021**

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

**Data removed from sample**



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 21**      **Distribution of Gardening by Format: % Value 2016-2021**

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	<b>Data removed from sample</b>					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement						

- and Gardening Stores
- Homewares and Home Furnishing Stores
- Other Non-Grocery Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 22 Forecast Sales of Gardening by Category: Value 2021-2026**

ARS million

	2021	2022	2023	2024	2025	2026
- Garden Care	<b>Data removed from sample</b>					
-- Growing Media						
--- Fertiliser						
--- Soil						
-- Plant Protection						
--- Pest Control						
--- Herbicides						
- Gardening Equipment						
-- Gardening Hand Tools						
-- Gardening Power Tools						
-- Lawn Mowers						
--- Walk Power Lawn Mowers						
--- Riding Lawn Mowers						
--- Robotic Lawn Mowers						
-- Watering						
- Horticulture						
-- Indoor Plants						
-- Seeds						
-- Other Horticulture						
- Pots and Planters						
- Other Gardening						
Gardening						

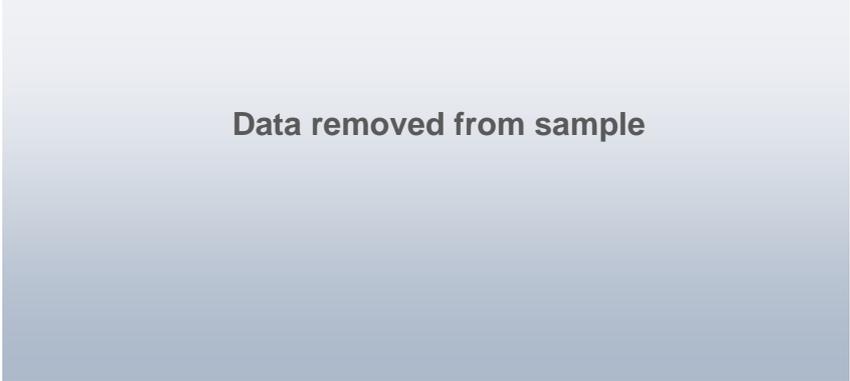
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 23 Forecast Sales of Gardening by Category: % Value Growth 2021-2026**

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
- Garden Care	<b>Data removed from sample</b>		
-- Growing Media			
--- Fertiliser			
--- Soil			
-- Plant Protection			
--- Pest Control			
--- Herbicides			
- Gardening Equipment			

- Gardening Hand Tools
- Gardening Power Tools
- Lawn Mowers
  - Walk Power Lawn Mowers
  - Riding Lawn Mowers
  - Robotic Lawn Mowers
- Watering
- Horticulture
  - Indoor Plants
  - Seeds
  - Other Horticulture
- Pots and Planters
- Other Gardening
- Gardening



**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# HOMEWARES IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2021 DEVELOPMENTS

Lockdown lifts homeware sales

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Direct sales start to see homewares

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Economy materials see renewed demand

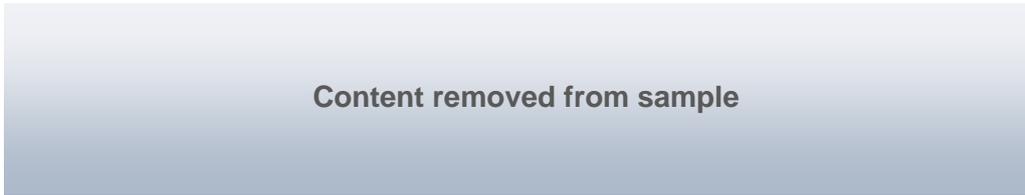
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## PROSPECTS AND OPPORTUNITIES

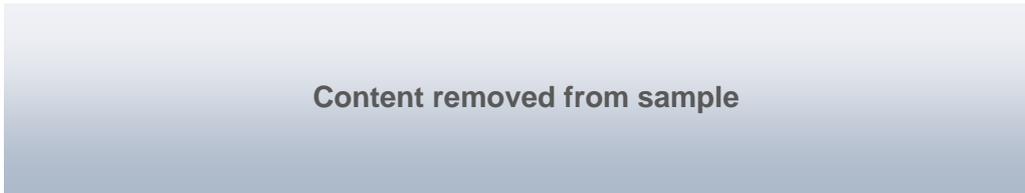
Demand set to support growth, but affordability will be key

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E-commerce forecast to grow



Social media evolution will shape consumer trends



CATEGORY DATA

Table 24 Sales of Homewares by Category: Value 2016-2021

ARS million

	2016	2017	2018	2019	2020	2021
- Dining	Data removed from sample					
-- Beverageware						
-- Cutlery						
-- Dinnerware						
- Kitchen						
-- Cookware						
--- Ovenware						
--- Stove Top Cookware						
-- Kitchenware						
--- Food Storage						
--- Kitchen Utensils						
Homewares						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 Sales of Homewares by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Dining	Data removed from sample		
-- Beverageware			
-- Cutlery			
-- Dinnerware			
- Kitchen			
-- Cookware			
--- Ovenware			

--- Stove Top Cookware  
 -- Kitchenware  
 --- Food Storage  
 --- Kitchen Utensils  
 Homewares

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 26 Sales of Homewares by Material: % Value 2016-2021**

% retail value rsp

	2016	2017	2018	2019	2020	2021
Ceramic	<b>Data removed from sample</b>					
Glass						
Metal						
Plastic						
Silicone						
Wooden						
Others						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 27 NBO Company Shares of Homewares: % Value 2017-2021**

% retail value rsp

Company	2017	2018	2019	2020	2021
---------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 28 LBN Brand Shares of Homewares: % Value 2018-2021**

% retail value rsp

Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-------------	---------------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

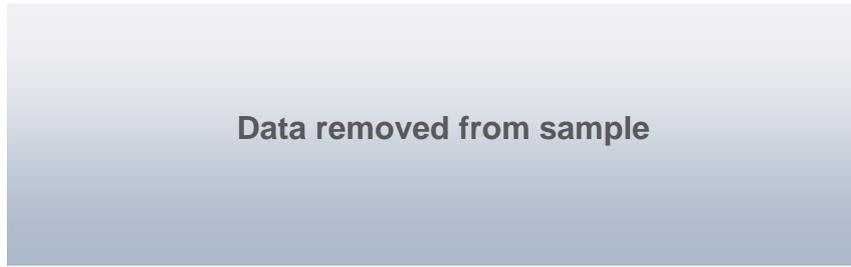
**Table 29 Distribution of Homewares by Format: % Value 2016-2021**

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Supermarkets
- Hypermarkets
- Discounters
- Other Grocery Retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Grocery Specialists
- Home and Garden Specialist Retailers

**Data removed from sample**

- Home Improvement and Gardening Stores
- Homewares and Home Furnishing Stores
- Other Non-Grocery Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 30 Forecast Sales of Homewares by Category: Value 2021-2026**

ARS million

	2021	2022	2023	2024	2025	2026
- Dining	<b>Data removed from sample</b>					
-- Beverageware						
-- Cutlery						
-- Dinnerware						
- Kitchen						
-- Cookware						
--- Ovenware						
--- Stove Top Cookware						
-- Kitchenware						
--- Food Storage						
--- Kitchen Utensils						
Homewares						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 31 Forecast Sales of Homewares by Category: % Value Growth 2021-2026**

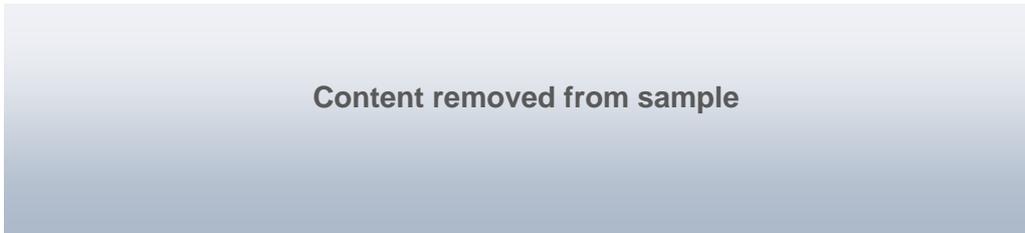
% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
- Dining	<b>Data removed from sample</b>		
-- Beverageware			
-- Cutlery			
-- Dinnerware			
- Kitchen			
-- Cookware			
--- Ovenware			
--- Stove Top Cookware			
-- Kitchenware			
--- Food Storage			
--- Kitchen Utensils			
Homewares			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

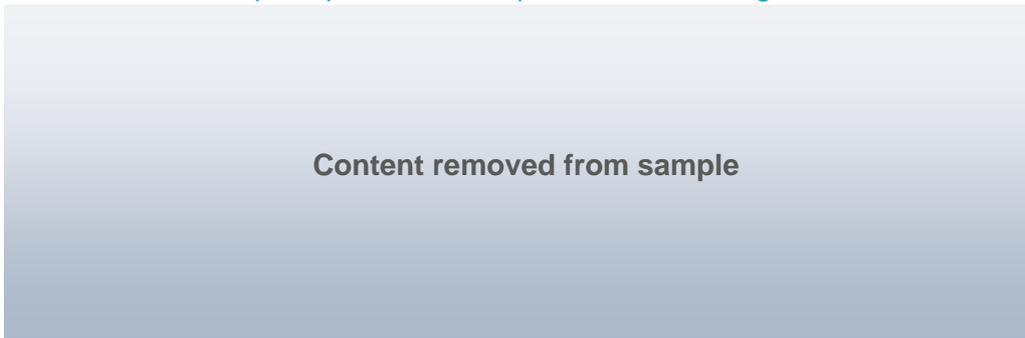
# HOME FURNISHINGS IN ARGENTINA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

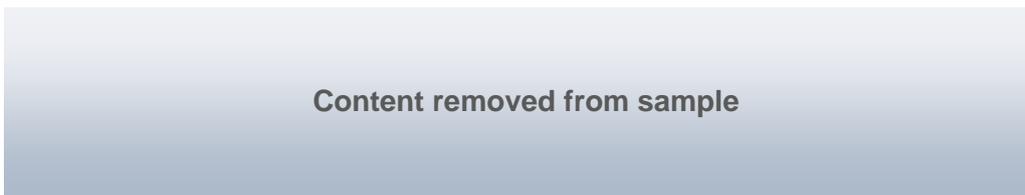


## 2021 DEVELOPMENTS

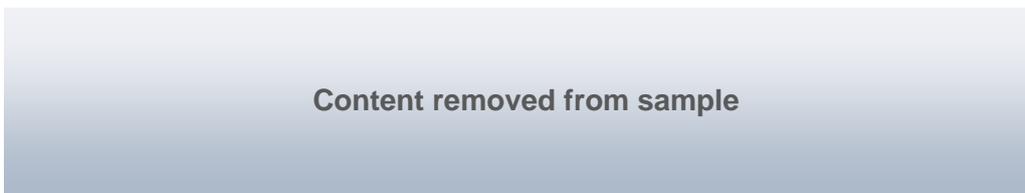
New work trends post-pandemic help home furnishing momentum



Online sales help diversify offer, and keep prices in consumer reach

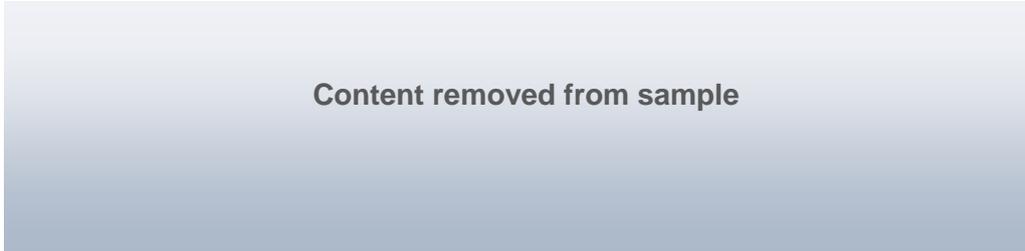


Increasing segmentation across category

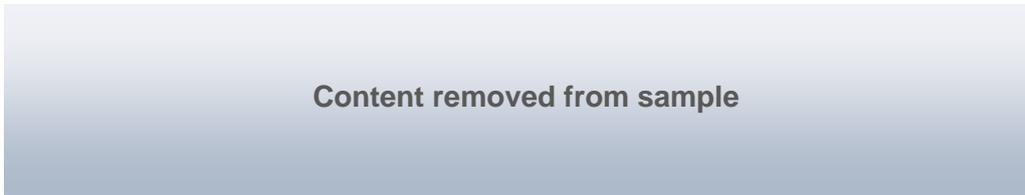


## PROSPECTS AND OPPORTUNITIES

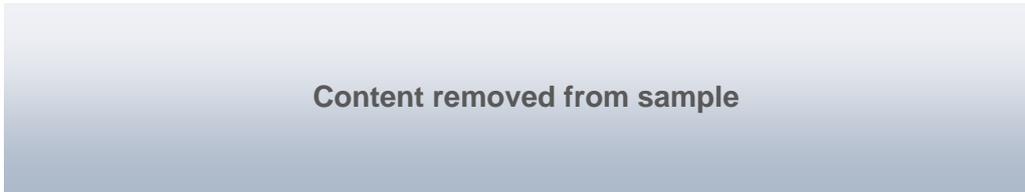
Mattress brands developing new strategies to drive sales



Low pricing key, but still scope for innovation in cheap materials



E-commerce will allow better pricing, specialisation

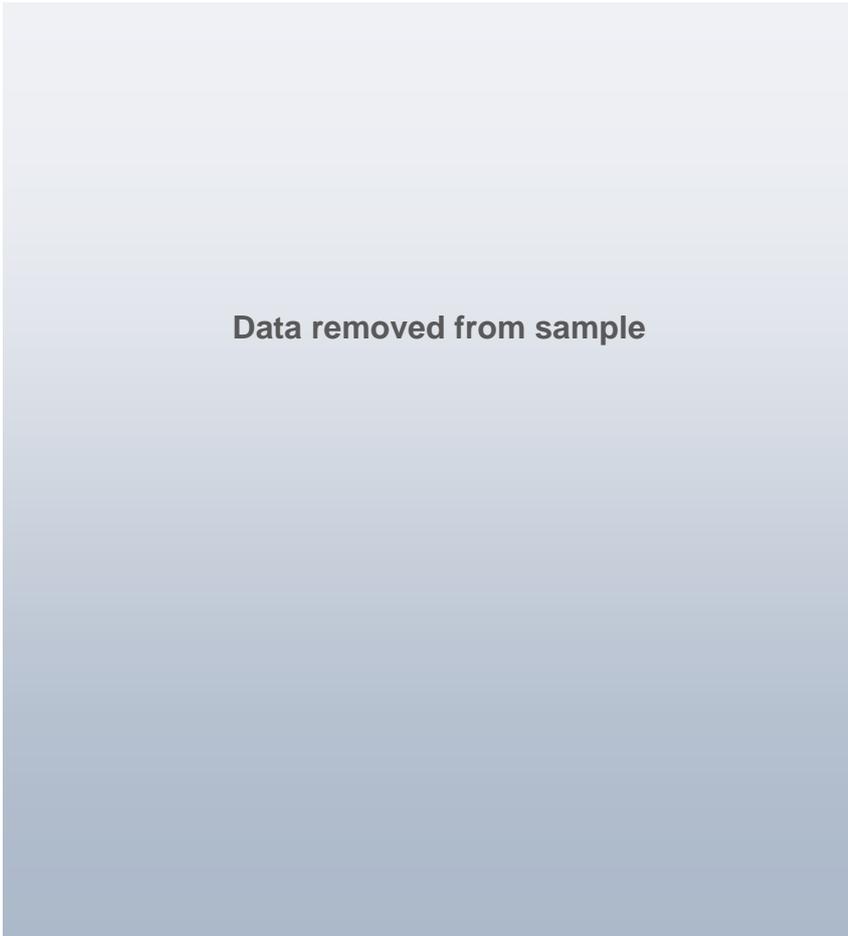


## CATEGORY DATA

Table 32 Sales of Home Furnishings by Category: Value 2016-2021

ARS million	2016	2017	2018	2019	2020	2021
- Indoor Living	Data removed from sample					
-- Home Textiles						
--- Bath Textiles						
--- Bed Textiles						
--- Kitchen and Dining Textiles						
--- Living Room Textiles						
--- Rugs						
-- Indoor Furniture						
--- Bedroom Furniture						
---- Beds						
---- Chests of Drawers						

- Mattresses
- Wardrobes
- Dining Furniture
- Home Office Furniture
- Kitchen Furniture
- Living Room Furniture
- Sitting Furniture
- Sofa Beds
- Other Sofas
- Other Sitting Furniture
- Storage Furniture
- Other Indoor Furniture
- Window Covering
- Blinds
- Curtains
- Outdoor Living
- Barbecues
- Charcoal Barbecues
- Electric Barbecues
- Gas Barbecues
- Outdoor Furniture
- Lighting
- Lighting Fixtures
- Light Sources
- Incandescent Lamps
- Halogen Lamps
- Linear Fluorescent Lamps (LFL)
- Compact Fluorescent Lamps (CFL)
- Light-Emitting Diode Lamps (LED)
- Home Furnishings



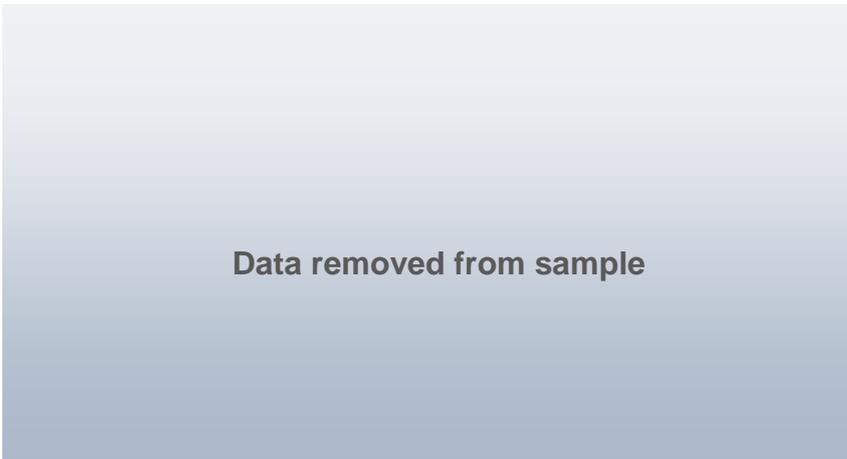
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 33 Sales of Home Furnishings by Category: % Value Growth 2016-2021**

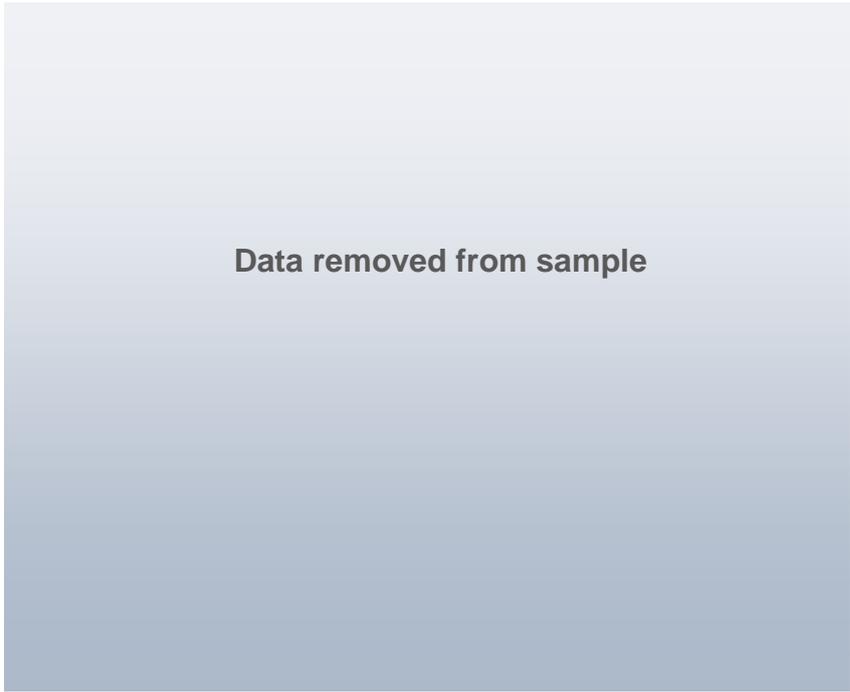
% current value growth

2020/21      2016-21 CAGR      2016/21 Total

- Indoor Living
- Home Textiles
- Bath Textiles
- Bed Textiles
- Kitchen and Dining Textiles
- Living Room Textiles
- Rugs
- Indoor Furniture
- Bedroom Furniture
- Beds
- Chests of Drawers
- Mattresses
- Wardrobes
- Dining Furniture
- Home Office Furniture
- Kitchen Furniture



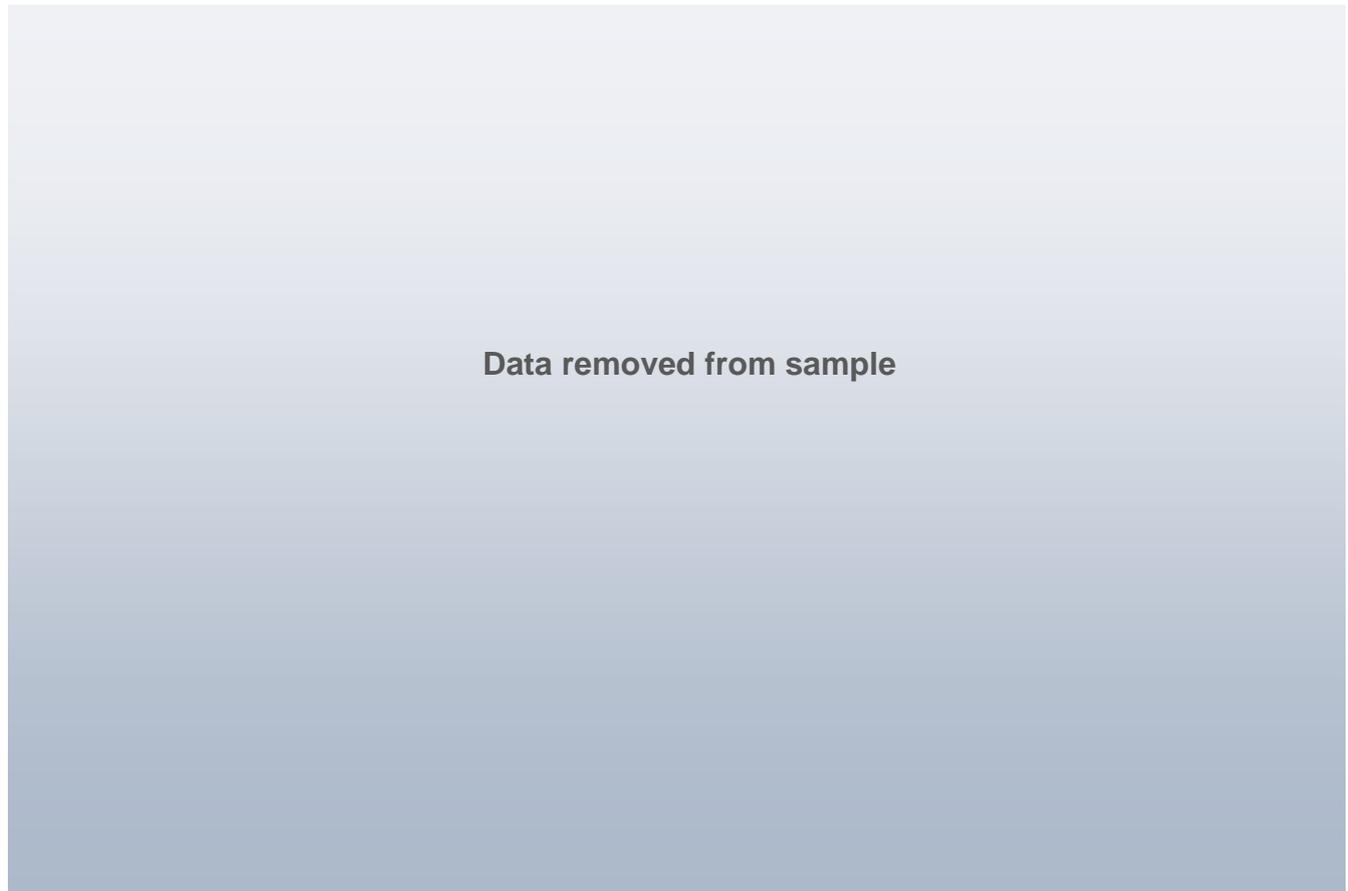
- Living Room Furniture
- Sitting Furniture
- Sofa Beds
- Other Sofas
- Other Sitting Furniture
- Storage Furniture
- Other Indoor Furniture
- Window Covering
- Blinds
- Curtains
- Outdoor Living
- Barbecues
- Charcoal Barbecues
- Electric Barbecues
- Gas Barbecues
- Outdoor Furniture
- Lighting
- Lighting Fixtures
- Light Sources
- Incandescent Lamps
- Halogen Lamps
- Linear Fluorescent Lamps (LFL)
- Compact Fluorescent Lamps (CFL)
- Light-Emitting Diode Lamps (LED)
- Home Furnishings



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 34 NBO Company Shares of Home Furnishings: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------



**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 35 LBN Brand Shares of Home Furnishings: % Value 2018-2021**

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 36 LBN Brand Shares of Light Sources: % Value 2018-2021**

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

<p><b>Data removed from sample</b></p>					
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

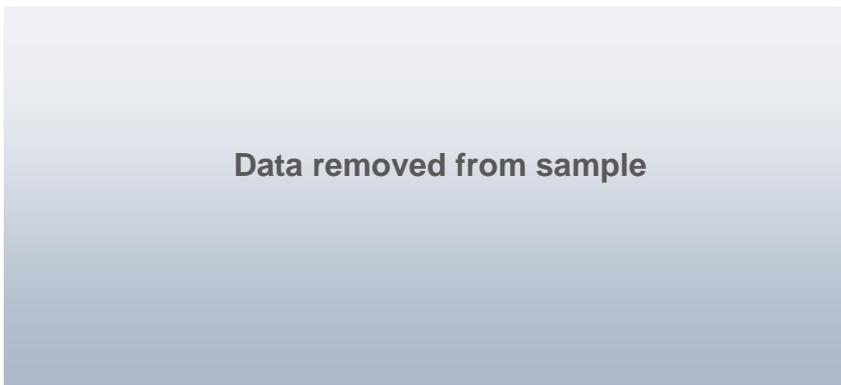
**Table 37 Distribution of Home Furnishings by Format: % Value 2016-2021**

% retail value rsp	2016	2017	2018	2019	2020	2021
--------------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Supermarkets
- Hypermarkets
- Discounters
- Other Grocery Retailers
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs

<p><b>Data removed from sample</b></p>					
--	--	--	--	--	--

- Non-Grocery Specialists
- Home and Garden Specialist Retailers
- Home Improvement and Gardening Stores
- Homewares and Home Furnishing Stores
- Other Non-Grocery Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total



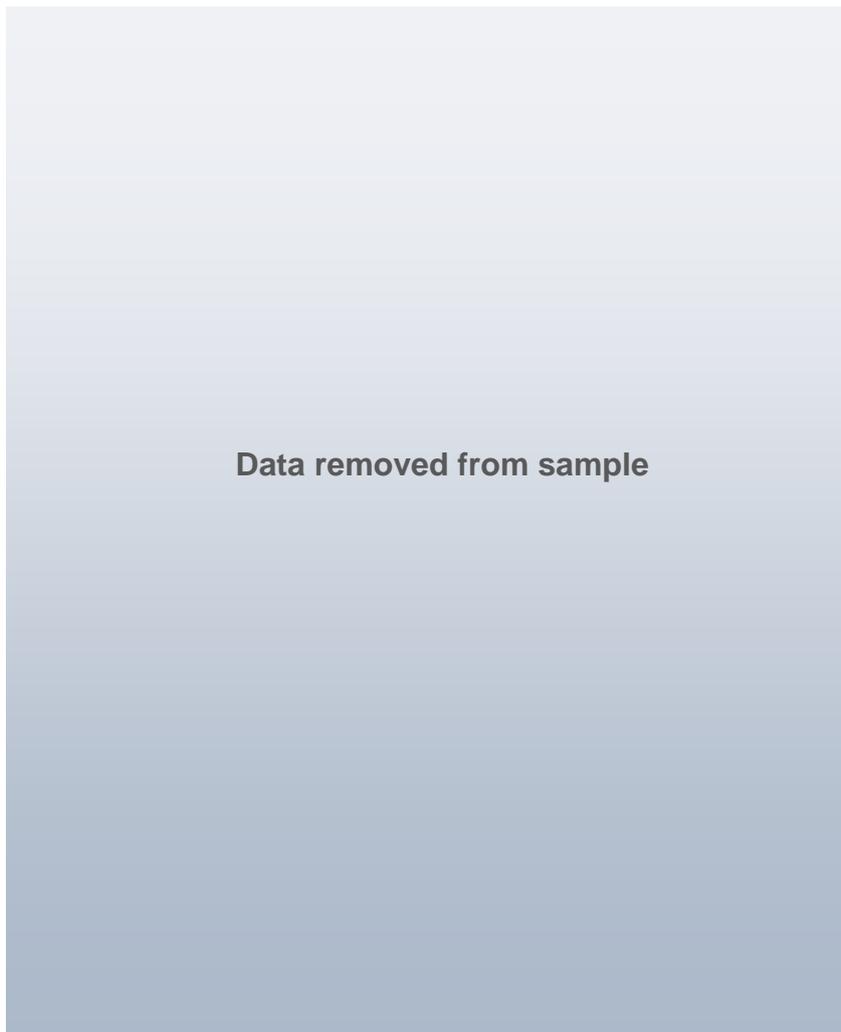
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 38 Forecast Sales of Home Furnishings by Category: Value 2021-2026**

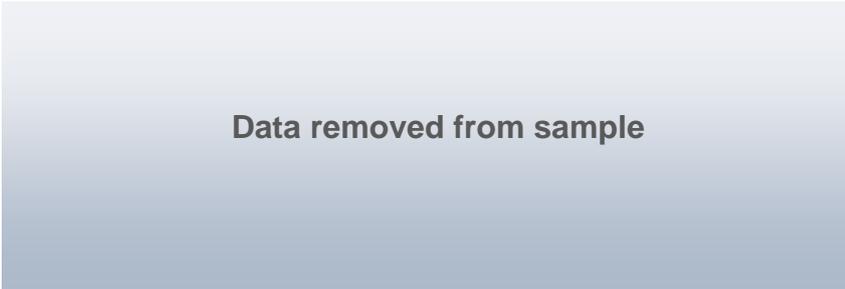
ARS million

2021      2022      2023      2024      2025      2026

- Indoor Living
- Home Textiles
- Bath Textiles
- Bed Textiles
- Kitchen and Dining Textiles
- Living Room Textiles
- Rugs
- Indoor Furniture
- Bedroom Furniture
- Beds
- Chests of Drawers
- Mattresses
- Wardrobes
- Dining Furniture
- Home Office Furniture
- Kitchen Furniture
- Living Room Furniture
- Sitting Furniture
- Sofa Beds
- Other Sofas
- Other Sitting Furniture
- Storage Furniture
- Other Indoor Furniture
- Window Covering
- Blinds
- Curtains
- Outdoor Living
- Barbecues
- Charcoal Barbecues
- Electric Barbecues
- Gas Barbecues
- Outdoor Furniture
- Lighting
- Lighting Fixtures



- Light Sources
- Incandescent Lamps
- Halogen Lamps
- Linear Fluorescent Lamps (LFL)
- Compact Fluorescent Lamps (CFL)
- Light-Emitting Diode Lamps (LED)
- Home Furnishings



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2021-2026**

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
- Indoor Living	Data removed from sample		
-- Home Textiles			
--- Bath Textiles			
--- Bed Textiles			
--- Kitchen and Dining Textiles			
--- Living Room Textiles			
--- Rugs			
-- Indoor Furniture			
--- Bedroom Furniture			
---- Beds			
---- Chests of Drawers			
---- Mattresses			
---- Wardrobes			
--- Dining Furniture			
--- Home Office Furniture			
--- Kitchen Furniture			
--- Living Room Furniture			
--- Sitting Furniture			
---- Sofa Beds			
---- Other Sofas			
---- Other Sitting Furniture			
--- Storage Furniture			
--- Other Indoor Furniture			
-- Window Covering			
--- Blinds			
--- Curtains			
- Outdoor Living			
-- Barbecues			
--- Charcoal Barbecues			
--- Electric Barbecues			
--- Gas Barbecues			
-- Outdoor Furniture			
- Lighting			
-- Lighting Fixtures			
-- Light Sources			
--- Incandescent Lamps			
--- Halogen Lamps			
--- Linear Fluorescent Lamps (LFL)			
--- Compact Fluorescent Lamps (CFL)			
--- Light-Emitting Diode Lamps (LED)			
Home Furnishings			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources