



Euromonitor  
International

# Discounters in Argentina

February 2024

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## Discounters in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounters gain ground as consumers seek low-cost alternatives

Investment helps Dia % to compete with convenience store chains

Distribuidora Internacional de Alimentación pushes omnichannel strategy for Dia %

#### PROSPECTS AND OPPORTUNITIES

Further development is expected for Dia %

Franchising model a focus for Dia % in the forecast period

Private label to continue to expand under Dia %

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Multinational retailers continue to exit the market in 2023

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Informal retail

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Seasonality

Christmas

Back to school

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