



Home Products Specialists in Argentina

February 2024

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Home Products Specialists in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leading home products specialists grow their outlet networks to tap into a key demand trend

Pet shops and superstores face strong competition from hypermarkets and the illicit trade

Sintoplast boosts production capacity to meet growing demand

PROSPECTS AND OPPORTUNITIES

Higher investment in the online channel to develop omnichannel approaches

Pinturerías del Centro plans to expand into neighbouring countries

Modern grocery retailers to offer serious competition to pet shops and superstores

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