



Home Improvement in Argentina

May 2024

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Home Improvement in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bathroom and sanitaryware sales help to support overall category growth

Advancements in technology help to boost sales of cordless drills

Growth in DIY projects leads to increase in growth of hand tools

PROSPECTS AND OPPORTUNITIES

Availability of affordable options in paint and flooring help consumers to update their homes in a budget-friendly way

Sales of power tools supported by ongoing construction and renovation activities

Sales in kitchen sinks supported by growth in the number of households and the desire for elegant designs

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DISCLAIMER

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