



Euromonitor  
International

# Retail E-Commerce in Argentina

February 2024

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## Retail E-Commerce in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Very high inflation underpins exponential retail current value growth but investment remains strong

Dafiti announces departure from Argentina

Foreign retail e-commerce sales are limited by government taxes

#### PROSPECTS AND OPPORTUNITIES

Foreign investment is expected to remain low amid high economic uncertainty

Special days to boost online sales while players seek to improve delivery times

Smart convenience stores compete with e-commerce

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### EXECUTIVE SUMMARY

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“Precios Justos” agreement amidst economic uncertainty favours modern grocery retailers

Multinational retailers continue to exit the market in 2023

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

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Seasonality

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