



# Large Cooking Appliances in Argentina

December 2023

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## Large Cooking Appliances in Argentina - Category analysis

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#### 2023 DEVELOPMENTS

Migration to less populated areas boosts appliance sales  
Growth of electric appliances tied to more relaxed regulations  
Negligible imports and unmatched local brands

#### PROSPECTS AND OPPORTUNITIES

Mini electric ovens pose the primary threat to large cooking appliances  
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Anticipated acceleration in growth through stylish in-built appliances

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