

Supermarkets in Argentina

February 2024

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Supermarkets in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Asian supermarkets lose competitiveness
Consumers prefer shopping in supermarkets in a highly inflationary climate
Devaluation of the local currency attracts shoppers from neighbouring countries

PROSPECTS AND OPPORTUNITIES

Credit-based purchases to grow in supermarkets as Carrefour launches a virtual credit card
Chained supermarkets set to perform well in the short term due to "Precios Justos"
Digital QR payments to gain traction in supermarkets

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Multinational retailers continue to exit the market in 2023
What next for retail?

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Informal retail
Opening hours for physical retail
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