



# Food Preparation Appliances in Argentina

February 2026

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## Food Preparation Appliances in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Increasing consumer disposable income and a growing urban population help drive growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

### INDUSTRY PERFORMANCE

Positive performance driven by economic factors and rising disposable income

Blenders lead the category with significant sales

Health and wellness trend fuels demand for advanced appliances

### WHAT'S NEXT?

Consumers drive growth with healthier habits and stylish designs

Blenders will maintain the largest share as consumers continue seek versatility

Design and energy efficiency will be key differentiators

### COMPETITIVE LANDSCAPE

Leading companies maintain market share despite new entrants

New entrants and product innovation drive market dynamics

### CHANNELS

Traditional retailers remain significant despite e-commerce gains

E-commerce likely to be boosted by brands adopting direct-to-consumer sales

No emerging retail brands or concepts anticipated in 2026

### PRODUCTS

Premiumisation drives innovation in multi-functional appliances

Essen's robotic kitchen sets a new standard

Chart 3 - Kitchenware Company Essen Launches a Robotic Kitchen

Innovation and design drive growth

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[Consumer Appliances in Argentina - Industry Overview](#)

### EXECUTIVE SUMMARY

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### KEY DATA FINDINGS

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Chart 5 - Analyst Insight

### INDUSTRY PERFORMANCE

Energy efficiency drives sales growth through financing options

Dynamism coming from consumers looking for energy-efficient models

Key trends and future outlook

Chart 6 - New San Launches a New Philco Energy-Efficient Split Air Conditioner

### WHAT'S NEXT?

Strong growth driven by energy efficiency and financing

Home laundry appliances and refrigeration appliances lead growth

Air fryers and robotic vacuum cleaners drive innovation

## Chart 7 - Growth Decomposition of Consumer Appliances 2024-2029

### COMPETITIVE LANDSCAPE

Local production and imports shape competitive landscape  
Opportunities arise from energy efficiency and innovation

### CHANNELS

Appliances and electronics specialists drive offline sales  
Retail e-commerce gains traction with brand-owned platforms  
No new retail concepts emerge in 2026

### PRODUCTS

Bosch and Samsung drive innovation with advanced features  
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