



**Euromonitor
International**

Food Preparation Appliances in Argentina

February 2026

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

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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

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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

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