



Euromonitor
International

Luxury Goods in Argentina

October 2025

Table of Contents

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture
2025 key trends
Competitive landscape
Retail developments
What next for luxury goods?

MARKET DATA

- Table 1 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 2 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 3 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 4 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 5 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 6 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 7 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 8 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Despite ongoing economic challenges, luxury consumers seek meaningful experiences
Luxury hotels enhance guest experience through bespoke services
Affluent travellers drive demand for tailored cultural experiences

PROSPECTS AND OPPORTUNITIES

Rising demand for immersive luxury experiences will support future growth
Luxury experiential offerings set to drive growth in high-end tourism
Luxury hotels and restaurants to adopt eco-friendly practices and sustainability measures

CATEGORY DATA

- Table 9 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 11 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fine Wines/Champagne and Spirits in Argentina

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for premium and artisanal alcoholic beverages
Local producers drive growth through innovation

Distribution expands with hybrid shop-bars as consumers seek elevated experience

PROSPECTS AND OPPORTUNITIES

Growth to be driven by premiumisation and health-conscious luxury beverages

Greater shift towards sustainability and experiential consumption

Rising at-home consumption to drive retail value sales

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024

Table 18 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024

Table 19 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030

Table 21 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Premium and Luxury Cars in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car buyers drive demand for SUVs and sustainable premium vehicles

Manufacturers drive growth through electrification and personalised services

Mercedes-Benz retains dominance with established reputation and investment in hybrid and electric models

PROSPECTS AND OPPORTUNITIES

Affluent consumers to search for premium experiences and superior performance

Premium car brands to drive electrification and personalisation trends

Luxury car buyers will drive demand for smart and sustainable tech

CATEGORY DATA

Table 22 - Sales of Premium and Luxury Cars: Value 2020-2025

Table 23 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024

Table 25 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024

Table 26 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030

Table 27 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Personal Luxury in Argentina](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Positive outlook as brands look to drive sales through consumer engagement and personalisation

Personal luxury brands to adopt transparent and sustainable practices

Luxury retailers adapt to evolving consumer preferences and digitalisation

CATEGORY DATA

Table 28 - Sales of Personal Luxury by Category: Value 2020-2025

Table 29 - Sales of Personal Luxury by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Personal Luxury: % Value 2020-2024

Table 31 - LBN Brand Shares of Personal Luxury: % Value 2021-2024

Table 32 - Distribution of Personal Luxury by Format: % Value 2020-2025

Table 33 - Forecast Sales of Personal Luxury by Category: Value 2025-2030

Table 34 - Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/luxury-goods-in-argentina/report.