

Home Laundry Appliances in South Africa

December 2023

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Home Laundry Appliances in South Africa - Category analysis

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2023 DEVELOPMENTS

Increasing demand for convenience influences sales of home laundry appliances

Power outages hamper stronger retail volume sales across the country

E-commerce continues to expand presence as a distribution channel

PROSPECTS AND OPPORTUNITIES

New features expected to influence brand dominance over the forecast period

Limited household income expected to be deterrent to stronger penetration of lower LSM segment

Online sales of home laundry appliances likely to further grow

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Changing lifestyles in South Africa influence demand for consumer appliances

Load shedding restricts greater penetration of many appliances

Economic challenges reduce local consumers' brand loyalty

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In-store representatives are key to driving brand success

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