

Personal Care Appliances in South Africa

December 2023

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Personal Care Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing awareness of personal grooming boosts category sales
Social media helps boost product awareness in South Africa
Hair care appliances comprise significant share of personal care appliances

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Personal grooming awareness expected to drive future sales growth
E-commerce expected to boost volume sales of personal care appliances

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Consumer Appliances in South Africa - Industry Overview

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Changing lifestyles in South Africa influence demand for consumer appliances
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In-store representatives are key to driving brand success

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