

Refrigeration Appliances in South Africa

December 2023

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Refrigeration Appliances in South Africa - Category analysis

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2023 DEVELOPMENTS

Refrigeration remains a necessity in South Africa despite prevailing economic conditions

Demand for greater energy efficiency grows in line with increasing cost of electricity

Retailers look to drive sales through e-commerce

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Retail volume sales set to remain restricted due to consumers' disposable incomes

Loyalty expected to remain a key success driver for established brands

E-commerce likely to expand as distribution channel over forecast period

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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

Load shedding restricts greater penetration of many appliances

Economic challenges reduce local consumers' brand loyalty

E-commerce provides alternative option to increase revenue for retailers

In-store representatives are key to driving brand success

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