

Homewares in South Africa

May 2023

Table of Contents

Homewares in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of stove top cookware remain high and rising in 2022

Home cooking trend also benefits sales of ovenware

PROSPECTS AND OPPORTUNITIES

Beverageware and dinnerware set to witness rising sales

Popularity of cooking shows will benefit sales of kitchen utensils

CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2017-2022

Table 2 - Sales of Homewares by Category: % Value Growth 2017-2022

Table 3 - Sales of Homewares by Material: % Value 2017-2022

Table 4 - NBO Company Shares of Homewares: % Value 2018-2022

Table 5 - LBN Brand Shares of Homewares: % Value 2019-2022

Table 6 - Distribution of Homewares by Format: % Value 2017-2022

Table 7 - Forecast Sales of Homewares by Category: Value 2022-2027

Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Home and Garden in South Africa - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 9 - Sales of Home and Garden by Category: Value 2017-2022

Table 10 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 11 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 12 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 14 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 16 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/homewares-in-south-africa/report.