

# Home Audio and Cinema in South Africa

August 2023

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# Home Audio and Cinema in South Africa - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Consumers' increased need for convenience shapes manufacturer innovation

Load-shedding boosts growth in demand for wireless speakers

Consumers move away from traditional sound systems towards space-saving soundbars

## PROSPECTS AND OPPORTUNITIES

Trend towards smart homes is expected to influence product choice

Innovation will continue apace

Unit prices will continue to rise

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# Consumer Electronics in South Africa - Industry Overview

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Innovation remains key driver of growth

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Online retail sales continue grow across South Africa

Smart devices grow in popularity across many categories

Health and wellness trend to have positive impact on demand for many consumer electronic products

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