



Euromonitor
International

Mobile Phones in South Africa

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartphones record positive growth following two consecutive years of decline
Established players continue to face strong competition from Asian brands
Appliance and electronics specialists remain popular, while retail e-commerce grows

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by innovation, affordability, and infrastructure expansion
FoneYam and innovative financing models are set to drive smartphone accessibility
Foldables, AI, and ecosystem integration is expected to drive premium smartphone innovation

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Consumer Electronics in South Africa - Industry Overview

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