



Euromonitor
International

Small Cooking Appliances in South Africa

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2025 DEVELOPMENTS

Affordability and the trend towards convenience and smart functionality help drive growth

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INDUSTRY PERFORMANCE

Strong growth driven by key categories and smart functionality

Kettles remain largest category driven by affordability and demand

Air fryers drive dynamic growth with convenience and health benefits

WHAT'S NEXT?

Consumers embrace smart and energy-efficient appliances

Kettles will remain the leading product, air fryers will continue to lead growth

Digitalisation and sustainability will reshape consumer preferences

COMPETITIVE LANDSCAPE

Russell Hobbs and Sunbeam lead a relatively fragmented market

Market stability with limited new entrants

CHANNELS

Offline retail dominates through hypermarkets and specialists

E-commerce growth driven by key players and promotions

Retail e-commerce plays an increasingly significant role with steady growth

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Multi-functionality and smart features drive innovation

DNA Dual Air Fryer Oven exemplifies multi-functionality trend

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Inverter technology helps drive continued growth in refrigeration appliances

Dishwashers growth driven by middle-class expansion

WHAT'S NEXT?

Smart technology and energy efficiency drive growth

Refrigeration appliances will remain the largest category in value terms

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COMPETITIVE LANDSCAPE

Home of Living Brands and Defy Appliances lead the market
No significant mergers or acquisitions in 2025

CHANNELS

Hypermarkets and non-grocery retailers dominate consumer appliance sales
E-commerce gains traction with competitive pricing and convenience
No new retail brands or concepts expected to emerge in 2026

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