Small Cooking Appliances in South Africa

December 2023

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Small Cooking Appliances in South Africa - Category analysis

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2023 DEVELOPMENTS

Exposure to various ways of cooking boosts demand for small cooking appliances
Sales representatives key to success of most small cooking appliances
E-commerce sales continue to grow from low base

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Changing lifestyles in South Africa influence demand for consumer appliances
Load shedding restricts greater penetration of many appliances
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In-store representatives are key to driving brand success

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