

Vacuum Cleaners in South Africa

December 2023

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Changing consumer lifestyles influence demand for vacuum cleaners

South Africans increasingly attracted to robotic vacuum cleaners

Pre-sales support key to pushing volume sales

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Consumers set to retain preference for physical stores over e-commerce

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Consumer Appliances in South Africa - Industry Overview

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Changing lifestyles in South Africa influence demand for consumer appliances

Load shedding restricts greater penetration of many appliances

Economic challenges reduce local consumers' brand loyalty

E-commerce provides alternative option to increase revenue for retailers

In-store representatives are key to driving brand success

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