

Large Cooking Appliances in South Africa

December 2023

Table of Contents

Large Cooking Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gas format of large cooking appliances gaining popularity in South Africa

Credit boosts sales of large cooking appliances in South Africa

Broad product range key to brand dominance

PROSPECTS AND OPPORTUNITIES

Energy efficiency expected to be a factor in consumers' purchasing decisions

Hire purchase sales expected to boost demand for large cooking appliances

Limited disposable incomes set to restrict stronger demand from low LSM segment

CATEGORY DATA

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 2 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 6 - Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 10 - NBO Company Shares of Ovens: % Volume 2019-2023

Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 14 - NBO Company Shares of Cookers: % Volume 2019-2023

Table 15 - NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 17 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in South Africa - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 23 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 25 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 32 - Sales of Small Appliances by Category: Volume 2018-2023

Table 33 - Sales of Small Appliances by Category: Value 2018-2023

Table 34 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 35 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 36 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 37 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 38 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 39 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 40 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 41 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 50 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 51 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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