

Computers and Peripherals in South Africa

August 2023

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Computers and Peripherals in South Africa - Category analysis

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2023 DEVELOPMENTS

Power challenges spark growth in demand for portable devices
Working from home is becoming the norm for some professions
Economic challenges prolong the replacement cycle for most products

PROSPECTS AND OPPORTUNITIES

Tougher economic conditions expected to hamper future growth
Hybrid and remote working models are expected to boost sales
E-commerce is expected to grow

CATEGORY DATA

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Consumer Electronics in South Africa - Industry Overview

EXECUTIVE SUMMARY

Innovation remains key driver of growth
Electricity load-shedding receives mixed reactions in consumer electronics market
Online retail sales continue grow across South Africa
Smart devices grow in popularity across many categories
Health and wellness trend to have positive impact on demand for many consumer electronic products

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