

Air Treatment Products in South Africa

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer lifestyles influence demand for air treatment products
Power supply challenges hamper potential for stronger penetration in South Africa
Established brands continue to dominate the category

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Beyond cooling fans, demand will remain restricted to mid- to high-income consumers
Retail offline expected to remain leading destination over the forecast period

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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

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