

Home Products Specialists in South Africa

February 2024

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Home Products Specialists in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest rate impacts demand for home improvements

The Foschini Group continues to gain momentum in home products specialists

Woolworths taps into pet stores

PROSPECTS AND OPPORTUNITIES

Home products specialists set to benefit from improving economy

Competition will continue to intensify in homewares and home furnishing stores

Integrated business model to remain at the forefront of players' strategies

CHANNEL DATA

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Retail in South Africa - Industry Overview

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Further acquisitions and diversification emerge as leading retailers deploy greater resources

Competition intensifies online as the market normalises

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Informal retail

Opening hours for physical retail

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