

Appliances and Electronics Specialists in South Africa

April 2023

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Appliances and Electronics Specialists in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price rises support value growth, while consumers gradually return to normal routines
Xiaomi launches first store in South Africa
JD Group retains lead despite intensified online competition

PROSPECTS AND OPPORTUNITIES

Further sales momentum likely as local economy recovers
As more “digital budgeteers” emerge, competition will intensify
Changes to regulations will boost implementation of e-waste strategies

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Retail e-commerce remains the fastest growing channel
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