

Home Laundry Appliances in South Africa

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Home Laundry Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing demand for automatic models boosts category's growth
Local consumers expect affordable, quality home laundry appliances
Defy maintains convincing lead of home laundry appliances in 2022

PROSPECTS AND OPPORTUNITIES

Technological innovation set to drive higher value growth
Demand set to be driven by first-time buyers and greater hygiene awareness
Push for convenience and automation set to support further demand in coming years

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