



**Euromonitor  
International**

# Microwaves in South Africa

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for microwaves due to affordability relative to larger cooking appliances  
Defy and Russell Hobbs lead microwaves with wide range of models  
Rising sales of private label attract consumers with affordable price points

PROSPECTS AND OPPORTUNITIES

Lower unit prices set to help maintain demand among less affluent consumers  
Smart microwaves expected to become more popular over the forecast period  
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Consumer Appliances in South Africa - Industry Overview

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