



Microwaves in South Africa

December 2023

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Microwaves in South Africa - Category analysis

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2023 DEVELOPMENTS

Increasing need for convenience boosts sales of microwaves in South Africa

Load shedding causes mixed sentiment towards use of microwaves

More affordable options threaten dominance of leading brands

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Consumer Appliances in South Africa - Industry Overview

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Changing lifestyles in South Africa influence demand for consumer appliances

Load shedding restricts greater penetration of many appliances

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E-commerce provides alternative option to increase revenue for retailers

In-store representatives are key to driving brand success

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