



Home Laundry Appliances in South Africa

December 2023

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Home Laundry Appliances in South Africa - Category analysis

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2023 DEVELOPMENTS

Increasing demand for convenience influences sales of home laundry appliances

Power outages hamper stronger retail volume sales across the country

E-commerce continues to expand presence as a distribution channel

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Limited household income expected to be deterrent to stronger penetration of lower LSM segment

Online sales of home laundry appliances likely to further grow

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Changing lifestyles in South Africa influence demand for consumer appliances

Load shedding restricts greater penetration of many appliances

Economic challenges reduce local consumers' brand loyalty

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