



Food Preparation Appliances in South Africa

December 2023

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Food Preparation Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher number of consumers frequently prepare meals at home
Shortage in power supply slows volume growth of food preparation appliances
Consumers are becoming increasingly health conscious in South Africa

PROSPECTS AND OPPORTUNITIES

Social media set to further boost volume sales over the forecast period
Retailers expected to increasingly shift online in a bid to lower operational costs
Lower unit price expected to be key driver of volume sales for mass 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
Economic challenges reduce local consumers' brand loyalty
E-commerce provides alternative option to increase revenue for retailers
In-store representatives are key to driving brand success

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