



Euromonitor
International

Appliances and Electronics Specialists in South Africa

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Appliances and Electronics Specialists in South Africa - Category analysis

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2023 DEVELOPMENTS

Steady sales increase for electronics and appliances specialists despite difficult market conditions

Rising number of consumers and businesses embrace Buy Now Pay Later

Appliances and electronics specialists face intensifying competition from all fronts

PROSPECTS AND OPPORTUNITIES

Sales of electronics and appliances will benefit from better economic conditions

Sustainability will continue reshaping the channel's landscape

Diversified offerings will continue to provide a competitive edge

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Competition intensifies online as the market normalises

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