



# Personal Care Appliances in South Africa

December 2023

Table of Contents

## Personal Care Appliances in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing awareness of personal grooming boosts category sales  
Social media helps boost product awareness in South Africa  
Hair care appliances comprise significant share of personal care appliances

#### PROSPECTS AND OPPORTUNITIES

Personal grooming awareness expected to drive future sales growth  
E-commerce expected to boost volume sales of personal care appliances

#### CATEGORY DATA

Table 1 - Sales of Personal Care Appliances by Category: Volume 2018-2023  
Table 2 - Sales of Personal Care Appliances by Category: Value 2018-2023  
Table 3 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023  
Table 5 - Sales of Body Shavers by Format: % Volume 2018-2023  
Table 6 - Sales of Hair Care Appliances by Format: % Volume 2018-2023  
Table 7 - NBO Company Shares of Personal Care Appliances 2019-2023  
Table 8 - LBN Brand Shares of Personal Care Appliances 2020-2023  
Table 9 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023  
Table 10 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028  
Table 11 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028  
Table 12 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028  
Table 13 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

## Consumer Appliances in South Africa - Industry Overview

### EXECUTIVE SUMMARY

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

### MARKET INDICATORS

Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024  
Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023  
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
Table 24 - Sales of Small Appliances by Category: Volume 2018-2023  
Table 25 - Sales of Small Appliances by Category: Value 2018-2023  
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023  
Table 27 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 29 - LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 30 - NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 31 - LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 32 - Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 33 - Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 42 - Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 43 - Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/personal-care-appliances-in-south-africa/report](http://www.euromonitor.com/personal-care-appliances-in-south-africa/report).