



Large Cooking Appliances in South Africa

December 2023

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Large Cooking Appliances in South Africa - Category analysis

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2023 DEVELOPMENTS

Gas format of large cooking appliances gaining popularity in South Africa

Credit boosts sales of large cooking appliances in South Africa

Broad product range key to brand dominance

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Energy efficiency expected to be a factor in consumers' purchasing decisions

Hire purchase sales expected to boost demand for large cooking appliances

Limited disposable incomes set to restrict stronger demand from low LSM segment

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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

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In-store representatives are key to driving brand success

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