

# **Dishwashers in South Africa**

December 2024

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# Dishwashers in South Africa - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Falling volume sales for dishwashers due to non-essential nature and challenging economic conditions Established brands Bosch and Defy retain convincing leadership

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Future growth set to fuelled by mid- to high-income consumers Retailers likely to shift focus towards online platforms as e-commerce gains further penetration Increasing engagement with consumers expected to help boost sales

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