



Euromonitor
International

Home Laundry Appliances in South Africa

December 2023

Table of Contents

Home Laundry Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing demand for convenience influences sales of home laundry appliances

Power outages hamper stronger retail volume sales across the country

E-commerce continues to expand presence as a distribution channel

PROSPECTS AND OPPORTUNITIES

New features expected to influence brand dominance over the forecast period

Limited household income expected to be deterrent to stronger penetration of lower LSM segment

Online sales of home laundry appliances likely to further grow

CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 16 - Forecast Sales of Home Laundry 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 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
Table 28 - Sales of Small Appliances by Category: Value 2018-2023
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48 - 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/home-laundry-appliances-in-south-africa/report.