



Dishwashers in South Africa

December 2023

Table of Contents

Dishwashers in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer lifestyles influence demand for dishwashers
South Africa's energy crisis restricts growth and penetration of dishwashers
Loyalty remains the key to survival for most brands in South Africa

PROSPECTS AND OPPORTUNITIES

Future growth set to be driven by mid- to high-income consumers
Increasing engagement with consumers expected to boost sales
Retailers expected to further shift attention online as e-commerce continues to penetrate distribution of dishwashers

CATEGORY DATA

Table 1 - Sales of Dishwashers by Category: Volume 2018-2023
Table 2 - Sales of Dishwashers by Category: Value 2018-2023
Table 3 - Sales of Dishwashers by Category: % Volume Growth 2018-2023
Table 4 - Sales of Dishwashers by Category: % Value Growth 2018-2023
Table 5 - Sales of Dishwashers by Format: % Volume 2018-2023
Table 6 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 7 - NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 8 - LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 9 - Distribution of Dishwashers by Format: % Volume 2018-2023
Table 10 - Production of Dishwashers: Total Volume 2018-2023
Table 11 - Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 12 - Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 13 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 14 - Forecast Sales of Dishwashers 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 15 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 16 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

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

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