



Home Improvement in South Africa

May 2024

Table of Contents

Home Improvement in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home renovation focus remains on kitchens and bathrooms
Private label helps drive sales of home paint amid DIY slowdown
Demand shifts towards accessible and stylish options such as vinyl and ceramic tiles

PROSPECTS AND OPPORTUNITIES

Demand for cordless power tools to rise, amid growing home improvement trend
Decorative paint sales to benefit from income-generating home spaces

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2018-2023
Table 2 - Sales of Home Improvement by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Home Improvement: % Value 2019-2023
Table 4 - LBN Brand Shares of Home Improvement: % Value 2020-2023
Table 5 - Distribution of Home Improvement by Format: % Value 2018-2023
Table 6 - Forecast Sales of Home Improvement by Category: Value 2023-2028
Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Home and Garden in South Africa - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023
Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023
Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023
Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023
Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028
Table 16 - Forecast Sales of Home and Garden 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-improvement-in-south-africa/report.