

Consumer Electronics in South Africa

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Report description:

Demand for consumer electronics in South Africa continues to grow in 2022, following a year of strong recovery in 2021. Demand notably declined in 2020, as the pandemic caused widespread store closures and supply shortages, but rebounded healthily the following year, as stores reopened and the economy began to recover. In 2022, while growth rates are set to marginally ease relative to the rebound in 2021, demand is being driven by several key products: smartphones, which holds the overall larges...

Euromonitor International's Consumer Electronics in South Africa report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Desktops loses further ground to portable computers, while supply chain issues push up prices

Samsung maintains lead, while local private label Proline grows from a low base

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