

Food Preparation Appliances in South Africa

Market Direction | 2023-01-12 | 35 pages | Euromonitor

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Report description:

Demand for food preparation appliances remained stable in 2022 as many consumers continued to cook at home. Considering the challenging economy, rising inflation and restricted spending, most lower-income consumers preferred home cooking to manage their budgets rather than eating in foodservice. On the other hand, South Africans continued to upgrade their kitchen spaces and naturally purchased blenders and food processors, while some consumers who could afford them, purchased mixers to improve t...

Euromonitor International's Food Preparation Appliances in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances 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.

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reliable information resources to help drive informed strategic planning.

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Ongoing demand for food preparation appliances driven by home cooking trend

Health and wellness trends drive value sales

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