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South Africa Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026

Industry Report | 2023-03-07 | 32 pages | MarketLine

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Report description:

South Africa Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026

Summary

Consumer Electronics Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes.
- The South African consumer electronics market had total revenues of $9.7bn in 2021, representing a compound annual growth

rate (CAGR) of -7.2% between 2017 and 2021.
- The Photographic Equipment segment was the market's most lucrative in 2021, with total revenues of $3.6bn, equivalent to 37.2% of the market's overall value.
- With a relatively young population and increasing internet access, cheaper devices have made smartphones and feature phones hugely popular.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in South Africa
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa consumer electronics retail market with five year forecasts

Reasons to Buy

- What was the size of the South Africa consumer electronics retail market by value in 2021?
- What will be the size of the South Africa consumer electronics retail market in 2026?
- What factors are affecting the strength of competition in the South Africa consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up South Africa's consumer electronics retail market?

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