

## **Homewares in South Africa**

Market Direction | 2023-05-24 | 17 pages | Euromonitor

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### **Report description:**

In 2022, the country experienced a surge in inflation, leading consumers to become more price-sensitive and prioritise cooking at home instead of visiting horeca establishments. This shift in consumer behaviour had a positive impact on sales of stove top cookware in both current value terms and in value terms at constant 2022 prices in 2022, and sales also exceeded the levels witnessed prior to the pandemic by both measures. Moreover, this category also witnessed innovations, which further benef...

Euromonitor International's Homewares in South Africa report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

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

Why buy this report?

- \* Get a detailed picture of the Homewares 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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