

Food Preparation Appliances in South Africa

Market Direction | 2023-12-04 | 36 pages | Euromonitor

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Report description:

The consistent increase in the general cost of living in South Africa is pushing consumers to review how they spend their money. One way to achieve this is to prepare meals at home which would otherwise be purchased from retailers, or foodservice channels such as limited-service restaurants or cafes. This has subsequently resulted in increasing demand for appliances that aid consumers in their endeavours.

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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Higher number of consumers frequently prepare meals at home

Shortage in power supply slows volume growth of food preparation appliances

Consumers are becoming increasingly health conscious in South Africa

PROSPECTS AND OPPORTUNITIES

Social media set to further boost volume sales over the forecast period

Retailers expected to increasingly shift online in a bid to lower operational costs

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Economic challenges reduce local consumers' brand loyalty

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In-store representatives are key to driving brand success

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