

Home Laundry Appliances in South Africa

Market Direction | 2023-12-04 | 38 pages | Euromonitor

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Report description:

Remote/hybrid working measures in South Africa since the pandemic have changed consumers' lifestyles, including placing greater pressure on their time. Busy consumers must juggle work with childcare commitments, including taking or collecting them from school, as well as maintaining household chores. Less available time means that some consumers are no longer able to do handwashing compared to pre-pandemic levels, which is driving up demand for home laundry appliances such as automatic washing m...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry 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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Increasing demand for convenience influences sales of home laundry appliances

Power outages hamper stronger retail volume sales across the country

E-commerce continues to expand presence as a distribution channel

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New features expected to influence brand dominance over the forecast period

Limited household income expected to be deterrent to stronger penetration of lower LSM segment

Online sales of home laundry appliances likely to further grow

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Changing lifestyles in South Africa influence demand for consumer appliances

Load shedding restricts greater penetration of many appliances

Economic challenges reduce local consumers' brand loyalty

E-commerce provides alternative option to increase revenue for retailers

In-store representatives are key to driving brand success

MARKET INDICATORS

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