

Small Cooking Appliances in South Africa

Market Direction | 2023-12-04 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The popularity of small cooking appliances continues to grow in line with greater awareness among local consumers of different ways of cooking. Traditionally, low- to mid-income consumers with restricted budgets tend to rely on certain affordable meal plans to help them manage their expenses rather than experimenting with new ingredients or cooking methods.

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Small Cooking Appliances in South Africa
Euromonitor International
December 2023

List Of Contents And Tables

SMALL COOKING APPLIANCES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Exposure to various ways of cooking boosts demand for small cooking appliances

Sales representatives key to success of most small cooking appliances

E-commerce sales continue to grow from low base

PROSPECTS AND OPPORTUNITIES

Consumer awareness expected to continue growing over the forecast period

Leading distribution channels expected to sustain category sales

CATEGORY DATA

Table 1 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 2 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 10 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 11 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN SOUTH AFRICA

EXECUTIVE SUMMARY

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

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 16 Sales of Consumer Appliances by Category: Value 2018-2023

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 23	□Sales of Small Appliances by Category: Volume 2018-2023
Table 24	□Sales of Small Appliances by Category: Value 2018-2023
Table 25	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 26	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 27	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 28	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 29	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 30	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 31	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 32	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 33	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 34	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 37	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 41	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Small Cooking Appliances in South Africa

Market Direction | 2023-12-04 | 37 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com