South Africa Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-27 | 33 pages | MarketLine

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Report description:

South Africa Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Consumer Electronics Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). 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 comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The South African consumer electronics market had total revenues of $6.2 billion in 2022, representing a compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.
- The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of $3 billion, equivalent to 48.9% of the market's overall value.
- The growth in the South African consumer electronics market is influenced by the consumer shift toward digital. For instance, according to the Online Retail in South Africa 2023 report, released by World Wide Worx in conjunction with Mastercard, the percentage of adult South Africans that shop online increased from 27% in 2020 to 38% in 2022.

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 by both value and volume

Reasons to Buy

- What was the size of the South Africa consumer electronics retail market by value in 2022?
- What will be the size of the South Africa consumer electronics retail market in 2027?
- 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?
- Who are the top competitors in South Africa's consumer electronics retail market?

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