

South Africa Laundry Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

South Africa Laundry Appliances Market is expected to register a CAGR of greater than 5% in the forecasted period. Among the various factors influencing South African laundry Appliances is the Textile (Apparel, Clothing) market. The apparel market in South Africa observed a significant rise post covid with a total revenue of USD 5 Billion last year, this increase in apparel and textile sales is leading households for adopting laundry appliances for convenience in managing a large number of clothing and textiles.

With the advent of Covid-19, the time spent by people at home observed an increase resulting in the average revenue per household for the sales of washing machines increasing to USD 29.36, with sales of 1.1 Million pieces. Pandemic Onwards GDP Per capita is observing a continuous fluctuation existing at a level of USD 6,694 last year, these uncertainties are restricting the spending of people to necessary goods.

After observing a few years of precautionary spending by the people during covid, post covid the average revenue per user for major household appliances in South Africa observed recovery at USD 101 last year with expected positive growth forward. This trend will be having a positive spillover effect on sales of Laundry appliances in South Africa.

South Africa Laundry Appliances Market Trends

Automatic Washing Machines Driving The Market

The number of households with washing machines has risen significantly in South Africa. Revenue from Smart Appliances in South Africa is observing a continuous rise post covid increasing to a level of USD 335 Billion last year, this is leading to more technological innovation for laundry appliances in the region. Washing machine manufacturers such as Hisense are equipping

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their products with smart-wifi features for controlling washing machines with the user's smartphone.

Samsung, Defy, LG, and Hi Sense are among the leading Laundry appliance manufacturer in South Africa and leading the market with their product expansion and technological innovation.

Rising Sales Of E-Commerce Driving The Market

Online Revenue Share of Washing Machines in South Africa is observing a continuous increase rising to the percentage share of 10.5% last year. Post Covid share of electronics in E-commerce of South Africa had observed a significant increase rising to a revenue share of USD 2 Billion last year with average revenue per user after the negative impact of the pandemic is expected to observe a significant rise over the coming years.

Among the payment methods cards are having a significant share in making online transactions in the purchase of Laundry appliances with E-wallets and cash on delivery as the next majorly used options. With this in line to attract more consumers and increase sales and durability companies such as Samsung are offering their products with an extended warranty period and availability of extending warranty online with certain products.

South Africa Laundry Appliances Industry Overview

There is a rise in competition in the market and it is fragmented with local and international manufacturers present in the market. Imports are higher than exports for laundry appliances like washer-dryers and dryers. Small and medium enterprises are intensifying the competition by providing quick services to the customers and offering click and collect services. Unilever's brand has a good reputation among households of South Africa due to rising awareness among consumers and retail penetration of the brands. Major players in the market include Defy, Hisense. LG and Samsung.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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