

Home Products Specialists in South Africa

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

Home products specialists in South Africa continued to record a fairly weak performance in 2023. From one of the lowest interest rates imposed by the South African Reserve Bank during the pandemic, mortgage rates continued to skyrocket in 2023 as the central bank sought strategic ways to reduce inflationary pressure. The trend mainly affected mid-income households and first-time home buyers, who initially tried to take advantage of decades of low interest rates in 2020 to acquire properties they...

Euromonitor International's Home Products Specialists in South Africa report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products Specialists 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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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.

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Euromonitor International
February 2024

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