

## **Consumer Electronics in South Africa**

Market Direction | 2024-07-15 | 79 pages | Euromonitor

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### **Report description:**

Despite marginal retail volume declines in early 2024, demand for consumer electronics in South Africa remains above pre-pandemic levels. The severity of this decline differs across categories, with portable consumer electronics recording the lowest decline due to the strong performances of TWS earbuds and wearable electronics. On the other hand, computers and peripherals, in-car entertainment and in-home consumer electronics are all struggling, mainly due to the harsh economic conditions caused...

Euromonitor International's Consumer Electronics in South Africa report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

### **Why buy this report?**

- \* Get a detailed picture of the Consumer Electronics 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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