

Home Laundry Appliances in South Africa

Market Direction | 2024-12-13 | 40 pages | Euromonitor

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Report description:

Demand for home laundry appliances in South Africa continues to fall. The category is being impacted negatively by inflationary pressures, high interest rates and the ongoing challenge that load shedding poses within the country. Many local consumers lack the disposable income required to buy discretionary items such as automatic dryers. Other than automatic washing machines (23%), the penetration rate of other home laundry appliances sits below 10%. Most households in lower LSM groups still rev...

Euromonitor International's Home Laundry 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry 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.

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reliable information resources to help drive informed strategic planning.

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2024 DEVELOPMENTS

Home laundry appliances negatively impacted by harsh economic climate
Competitive landscape largely dominated by two established brands
Ongoing demand for small and medium models of automatic washing machines

PROSPECTS AND OPPORTUNITIES

Recovery expected over forecast period, driven by increasing disposable incomes and penetration rates
Brands will look to release new features and technological advancements
Proposed new regulations surrounding energy efficiency and labelling of consumer appliances in South Africa

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