

Household Products in South Africa

Industry Report | 2025-06-05 | 48 pages | MarketLine

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Report description:

Household Products in South Africa

Summary

Household Products in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The household products market includes retail sales of textile washing products, tissue & hygiene, dishwashing products, general purpose cleaners, insecticides, and others. The scope of others includes air fresheners, bleach, furniture & floor polish, shoe polish, scouring products and toilet care. Market volume represents retail sales volume. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2024 exchange rates.
- The South African household products market recorded revenues of \$2,699.5 million in 2024, representing a compound annual growth rate (CAGR) of 1.0% between 2019-24.
- Market consumption volume increased with a CAGR of 3.3% between 2019-24, reaching a total of 714.0 million units in 2024.
- The sluggish growth of the South African household products market during 2019-24 can be attributed to the high unemployment, low consumer confidence, and frequent power outages that disrupted retail operations and supply chains.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in South Africa

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in South Africa
- Leading company profiles reveal details of key household products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa household products market with five year forecasts

Reasons to Buy

- What was the size of the South Africa household products market by value in 2024?
- What will be the size of the South Africa household products market in 2029?
- What factors are affecting the strength of competition in the South Africa household products market?
- How has the market performed over the last five years?
- What are the main segments that make up South Africa's household products market?

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