



Euromonitor
International

Appliances and Electronics Specialists in South Africa

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Appliances and Electronics Specialists in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists facing challenging market conditions
Pepkor redefines affordability in smartphones
Appliances and electronics are increasingly available on demand

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will benefit from growing customer base
Emerging BNPL model could provide room for expansion in premium offerings
Sustainable offerings will expand as consumer expectations rise

CHANNEL DATA

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Retail in South Africa - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Competition intensifies, leading to a more consolidated market
SARS introduces new regulation for cross-border e-commerce
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Christmas
Back to School

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