



# Consumer Electronics in South Africa

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## Consumer Electronics in South Africa

### EXECUTIVE SUMMARY

Innovation remains key driver of growth

Electricity load-shedding receives mixed reactions in consumer electronics market

Online retail sales continue grow across South Africa

Smart devices grow in popularity across many categories

Health and wellness trend to have positive impact on demand for many consumer electronic products

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### DISCLAIMER

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#### 2023 DEVELOPMENTS

Power challenges spark growth in demand for portable devices

Working from home is becoming the norm for some professions

Economic challenges prolong the replacement cycle for most products

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