

# Food Preparation Appliances in South Africa

December 2023

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## Food Preparation Appliances in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher number of consumers frequently prepare meals at home  
Shortage in power supply slows volume growth of food preparation appliances  
Consumers are becoming increasingly health conscious in South Africa

#### PROSPECTS AND OPPORTUNITIES

Social media set to further boost volume sales over the forecast period  
Retailers expected to increasingly shift online in a bid to lower operational costs  
Lower unit price expected to be key driver of volume sales for mass brands

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## Consumer Appliances in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Changing lifestyles in South Africa influence demand for consumer appliances  
Load shedding restricts greater penetration of many appliances  
Economic challenges reduce local consumers' brand loyalty  
E-commerce provides alternative option to increase revenue for retailers  
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