

# Refrigeration Appliances in South Africa

December 2023

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## Refrigeration Appliances in South Africa - Category analysis

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#### 2023 DEVELOPMENTS

Refrigeration remains a necessity in South Africa despite prevailing economic conditions

Demand for greater energy efficiency grows in line with increasing cost of electricity

Retailers look to drive sales through e-commerce

#### PROSPECTS AND OPPORTUNITIES

Retail volume sales set to remain restricted due to consumers' disposable incomes

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Changing lifestyles in South Africa influence demand for consumer appliances

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