



Euromonitor  
International

# Consumer Electronics in South Africa

July 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

MARKET DATA

- Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Harsh economic conditions hinder stronger sales of computers and peripherals  
Shift in consumer preferences for printers  
Established brands continue to dominate landscape of computers and peripherals

PROSPECTS AND OPPORTUNITIES

Hybrid working models expected to sustain demand for portable computers  
Apple's latest iPad models offer insight into future trends  
A second official Apple distributor enters South African market

CATEGORY DATA

- Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 - Sales of Computers by Category: Business Volume 2019-2024
- Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029  
Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029  
Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029  
Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029  
Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029  
Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029  
Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## [In-Car Entertainment in South Africa](#)

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Technological advancements continue to negatively impact in-car entertainment  
Competitive landscape of in-car entertainment is still controlled by key brands

#### PROSPECTS AND OPPORTUNITIES

Further technological advancements will continue to hinder growth prospects  
New brands are unlikely to enter the local market

#### CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024  
Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024  
Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024  
Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024  
Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024  
Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024  
Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024  
Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029  
Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029  
Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029  
Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## [Home Audio and Cinema in South Africa](#)

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home cinema and speaker systems registers volume growth amid otherwise declining category  
Competitive landscape of home audio and cinema controlled by three brands

#### PROSPECTS AND OPPORTUNITIES

Shift towards smart homes is set to influence purchasing decisions  
Digital media player docks increasingly replaced by wireless speakers  
Innovation will continue to drive growth and competition

#### CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024  
Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024  
Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024  
Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024  
Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024  
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024  
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for home video continues to decline amid tough economic climate

Televisions shows greatest innovation within consumer electronics

Hisense and Samsung retain dominance of competitive landscape

PROSPECTS AND OPPORTUNITIES

Further demand for televisions with internet connectivity and smart features

Samsung introduces new trade-in and payment plans to help consumers

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2019-2024

Table 54 - Sales of Home Video by Category: Value 2019-2024

Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

TWS earbuds continues to drive growth of headphones

Hybrid working ensures higher demand for headphones

Landscape of headphones is highly competitive in South Africa

PROSPECTS AND OPPORTUNITIES

Headphones set to record further retail volume growth over forecast period

Tecno launches new products in South Africa

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024

Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024

Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024

Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024

Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024

Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024

Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029

Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Imaging devices faces restricted demand due to pressure from substitute products
- Canon and Samsung retain convincing lead
- Price-sensitivity results in consumers searching alternative marketplaces

PROSPECTS AND OPPORTUNITIES

- Professional photographers and hobbyists will help sustain demand
- E-commerce to gain greater penetration as distribution channel in the future

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 78 - Sales of Imaging Devices by Category: Value 2019-2024

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smartphones starts to stabilise with more affordable options emerging
- Chinese brands continue to gain share from more established names

PROSPECTS AND OPPORTUNITIES

- 5G connectivity and AI features will drive future growth of smartphones
- Larger screen sizes will become increasingly popular
- Smartphone sales set to benefit from the rise of smart home devices

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Portable Players in South Africa

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers drives growth within portable players

Relevance of e-readers declines amid advancements in substitute products

JBL continues to lead portable players in South Africa

### PROSPECTS AND OPPORTUNITIES

More brands are expected to exit portable media players

E-commerce to gain greater penetration of distribution

### CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024

Table 102 - Sales of Portable Players by Category: Value 2019-2024

Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024

Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024

Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024

Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029

Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Wearable Electronics in South Africa

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wearable electronics gains further popularity, driven by rising awareness of need to maintain healthy lifestyle

Demand for activity bands continues to decline

Wearable electronics represents a highly competitive landscape

### PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to increase demand for wearable electronics

Greater smartphone penetration will boost demand for smart wearables

### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024

Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-electronics-in-south-africa/report](http://www.euromonitor.com/consumer-electronics-in-south-africa/report).