



Euromonitor
International

Consumer Electronics in South Africa

August 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Computer sales experience a decline in volume, while sales of peripherals record modest growth

Established players hold firm amid rising competition in computers and peripherals

Appliance and electronics specialists dominate distribution with the emergence of more direct-to-consumer stores

PROSPECTS AND OPPORTUNITIES

A gradual recovery is expected across the forecast period, driven by changing consumer preferences

Digital innovation and distribution technologies will shape performance over the forecast period

Tablet brands are set to launch new products designed to replace laptops and incorporate AI features

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 16 - Sales of Computers by Category: Business Volume 2020-2025

Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

In-car entertainment continues to decline amid technological innovation
 The competitive landscape remains highly concentrated, with limited new players entering
 Appliance and electronics specialists retain its lead while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

In-car entertainment is expected to record an ongoing decline across the forecast period
 Navigation companies are expected to turn to innovative software to remain relevant
 Personalisation and connectivity are set to shape in-car entertainment over the forecast period

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
 Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home audio and cinema record a decline, challenged by changing consumer preferences
 Samsung Electronics SA (Pty) Ltd maintains its lead while JLB records strong growth
 Appliance and electronics specialists dominate distribution for home audio and cinema products

PROSPECTS AND OPPORTUNITIES

Home audio and cinema will continue to face challenges across the forecast period
 Digital media player docks will be increasingly replaced by wireless speakers
 Smart home integration will continue to be a key aspect of home audio and cinema

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
 Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
 Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
 Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
 Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
 Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
 Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home video shows signs of stabilisation amid shifting preferences and rising demand for premium TVs
 Hisense leads as Skyworth emerges and premium innovation drives competition
 Appliance and electronics specialists remain key, with notable developments within e-commerce

PROSPECTS AND OPPORTUNITIES

Demand for televisions will be driven by connectivity, innovation and smart functionality
 AI, OLED, and gaming features will position televisions as a key driver of innovation
 Brand-led innovation is expected to continue driving growth in televisions

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025
 Table 54 - Sales of Home Video by Category: Value 2020-2025
 Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025
 Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025
 Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
 Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025
 Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025
 Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025
 Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030
 Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030
 Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
 Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
 Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds continue to drive strong growth within wireless headphones
 Wireless headphones remains highly competitive, driven by value brands within mass TWS earbuds
 Retail e-commerce becomes a significant distribution channel for wireless headphones

PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to drive growth across the forecast period
 Digital and technological advancements are set to shape wireless headphones across the forecast period
 Smarter, health-integrated models are expected to redefine wireless headphones

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025
 Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Imaging devices continue to face challenges as competition from smartphones rises
Canon South Africa Pty Ltd leads amid changing consumer preferences
Warehouse clubs lead distribution, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Professional and hobbyist photographers are expected to sustain marginal demand
Imaging devices will continue to see advancements in technology despite ongoing challenges
New camera models are expected to launch in South Africa across the forecast period

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartphones record positive growth following two consecutive years of decline
Established players continue to face strong competition from Asian brands
Appliance and electronics specialists remain popular, while retail e-commerce grows

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by innovation, affordability, and infrastructure expansion
FoneYam and innovative financing models are set to drive smartphone accessibility
Foldables, AI, and ecosystem integration is expected to drive premium smartphone innovation

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drive growth within portable players while other products decline
 JBL leads portable players due to its strong position within wireless speakers
 Retail e-commerce records solid growth as a distribution channel for portable players

PROSPECTS AND OPPORTUNITIES

Wireless speakers are set to record consistent growth across the forecast period
 Wireless speakers are set to drive growth through enhanced digital features
 More brands are expected to exit portable media players over the forecast period

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
 Table 102 - Sales of Portable Players by Category: Value 2020-2025
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
 Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
 Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
 Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
 Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends and affordable innovation fuel growth in wearable electronics
 Ecosystem integration shapes the competitive landscape for wearable electronics
 Appliance and electronics specialists lead distribution while omnichannel strategies rise

PROSPECTS AND OPPORTUNITIES

Health awareness, digital lifestyles, and innovation are expected to drive sales in wearable electronics
 Technological innovation is set to drive growth within wearable electronics
 Emerging product innovations are set to transform wearable electronics

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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.