



Microwaves in South Africa

February 2026

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2025 DEVELOPMENTS

The affordability and multi-functionality of microwaves helps drive sales

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Growth driven by affordability and multi-functionality

Freestanding microwaves dominate sales

Multi-functionality drives demand for advanced models

WHAT'S NEXT?

Consumers will drive demand for multi-functional and affordable microwaves

Freestanding microwaves to remain dominant, smart microwaves to gain traction

Energy efficiency and after-sales support to shape business strategies

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Defy and Russell Hobbs lead a consolidated market

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No significant mergers or acquisitions reported

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Hypermarkets drive offline retail dominance

E-commerce gains traction with omnichannel strategies

No emerging retail brands or concepts in 2026

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Positive growth driven by shifting consumer preferences

Inverter technology helps drive continued growth in refrigeration appliances

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Home of Living Brands and Defy Appliances lead the market
No significant mergers or acquisitions in 2025

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Hypermarkets and non-grocery retailers dominate consumer appliance sales
E-commerce gains traction with competitive pricing and convenience
No new retail brands or concepts expected to emerge in 2026

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