



Euromonitor  
International

# Home Laundry Appliances in South Africa

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## Home Laundry Appliances in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Home laundry appliances show resilience to record positive growth in 2025

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Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Stabilising economy and tech drive growth

Automatic washing machines lead sales

Energy efficiency drives growth in automatic washer dryers

#### WHAT'S NEXT?

Consumers will drive demand for energy-efficient and smart appliances

Automatic washing machines remain dominant

E-commerce and omnichannel strategies to shape future sales

#### COMPETITIVE LANDSCAPE

Defy is a strong leading player thanks to its diverse offering

No significant mergers or acquisitions expected to impact the market

#### CHANNELS

Offline retail dominates sales through hypermarkets and specialists

E-commerce grows with Amazon's entry and brand-specific platforms

No new retail brands or concepts emerge in 2026

#### PRODUCTS

Manufacturers prioritise eco-friendly features and AI integration

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E-commerce growth and omnichannel strategies to drive future sales

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[Consumer Appliances in South Africa - Industry Overview](#)

### EXECUTIVE SUMMARY

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### KEY DATA FINDINGS

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Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Positive growth driven by shifting consumer preferences

Inverter technology helps drive continued growth in refrigeration appliances

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#### WHAT'S NEXT?

Smart technology and energy efficiency drive growth

Refrigeration appliances will remain the largest category in value terms

Fastest growth expected in robotic vacuum cleaners and air fryers  
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## COMPETITIVE LANDSCAPE

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

## CHANNELS

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

## PRODUCTS

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