



Appliances and Electronics Specialists in South Africa

May 2025

Appliances and Electronics Specialists in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists facing challenging market conditions

Pepkor redefines affordability in smartphones

Appliances and electronics are increasingly available on demand

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will benefit from growing customer base

Emerging BNPL model could provide room for expansion in premium offerings

Sustainable offerings will expand as consumer expectations rise

CHANNEL DATA

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Retail in South Africa - Industry Overview

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Retail in 2024: The big picture

Competition intensifies, leading to a more consolidated market

SARS introduces new regulation for cross-border e-commerce

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Christmas

Back to School

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