



Personal Care Appliances in South Africa

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing interest in personal grooming helps drive sales

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INDUSTRY PERFORMANCE

Influencer marketing boosts sales of grooming essentials

Hair care appliances dominate market share

Growth in other personal care appliances

WHAT'S NEXT?

Influencers and smart technology will drive future growth

Chart 3 - South African Brands are Riding the Influencer Marketing Wave

Hair care appliances to remain dominant over the forecast period

Other personal care appliances to grow fastest over the forecast period

COMPETITIVE LANDSCAPE

Xiaomi gains ground with cordless innovations

Emerging players challenge established brands with innovation

Chart 4 - Xiaomi's Cordless Hair Trimmer Gains Market Share in South Africa

CHANNELS

Offline retail dominates sales through hypermarkets and health and beauty specialists

E-commerce gains traction with click-and-collect services and promotional events

Retail e-commerce plays a growing role with increased competition and innovation

PRODUCTS

Health and wellness drives innovation in appliances

Philips leads innovation with advanced sonic toothbrushes

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Innovation drives business growth and competition

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Smart technology, energy-efficient products and rising urbanisation to drive sales

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INDUSTRY PERFORMANCE

Positive growth driven by shifting consumer preferences

Inverter technology helps drive continued growth in refrigeration appliances

Dishwashers growth driven by middle-class expansion

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
Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

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

Smart and AI-powered features reshape appliance functionality
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