



Euromonitor  
International

# Large Cooking Appliances in South Africa

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## Large Cooking Appliances in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumers looking for energy-efficient and smart appliances

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Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Brands invest in energy efficiency to drive sales

Cookers leading sales due to versatility and value

Range cookers benefit from premium demand

#### WHAT'S NEXT?

Consumers will prioritise energy efficiency and smart technology

Chart 3 - Leading Brands in Large Cooking Appliances Continue to Focus on Energy Efficiency

Cookers will remain the leading product type, with range cookers driving premium growth

Smart technology and multi-functionality will drive market evolution

#### COMPETITIVE LANDSCAPE

Defy maintains its dominance thanks to its diverse product portfolio

Stability and innovation characterise competitive landscape

#### CHANNELS

Offline retail dominates large cooking appliance sales

E-commerce gains traction with competitive pricing

No new retail concepts or collaborations emerge

#### PRODUCTS

Smart technology revolutionises large cooking appliances

Chart 4 - Bosch Home Connect Series 8 Built-in Oven Revolutionises Cooking for South Africans

Gas cooking solutions gain traction amid electricity challenges

Chart 5 - Defy Gemini 5 Burner Gas Hob is Ideal During Power Cuts

Innovation drives growth and consumer preferences

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

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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

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  
Chart 9 - Samsung Launches AI Refrigerator with SmartThings Integration and Food Recognition  
Beko Energyspin washing machine sets new efficiency standard  
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DNA Dual Air Fryer Oven offers multi-drawer cooking convenience  
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