



Refrigeration Appliances in South Africa

February 2026

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Refrigeration Appliances in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing demand being seen for energy-efficient and smart models

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Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Household appliance upgrades drive sales growth

Fridge freezers dominate market share

Energy-efficient models drive dynamic growth

WHAT'S NEXT?

Consumers expected to prioritise energy resilience and smart features

Fridge freezers will their maintain dominance, fridges grow rapidly

Digital retail and energy efficiency will shape business strategies

COMPETITIVE LANDSCAPE

Highly concentrated competitive landscape with three main leading players

No notable mergers or acquisitions in 2025

CHANNELS

Hypermarkets lead refrigeration appliance sales with trusted experience

LG Electronics and Samsung drive e-commerce growth with innovative strategies

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Retail e-commerce gains traction with brand-led initiatives

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Defy and Samsung lead innovation with sustainable and smart solutions

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Chart 5 - Samsung Launches AI Refrigerator with SmartThings Integration and Food Recognition

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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

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

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Smart and AI-powered features reshape appliance functionality

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