



Homewares in South Africa

June 2025

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Homewares in South Africa - Category analysis

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2024 DEVELOPMENTS

Kitchen and dining upgrades fuel homeware sales

Majors for Minors is most dynamic player, thanks to introduction of innovative food storage solutions

Grocery retailers emerge as the most dynamic distribution channel for homewares, leveraging high customer footfall and established loyalty programmes

PROSPECTS AND OPPORTUNITIES

Homewares to benefit from rising demand for affordable and multifunctional products

3-D printing expected to shape future product innovation

Distribution channels for homewares in South Africa set to undergo a strategic transformation, shaped by enhanced omnichannel integration

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DISCLAIMER

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