



Euromonitor
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Home Audio and Cinema in South Africa

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home audio and cinema record a decline, challenged by changing consumer preferences
Samsung Electronics SA (Pty) Ltd maintains its lead while JLB records strong growth
Appliance and electronics specialists dominate distribution for home audio and cinema products

PROSPECTS AND OPPORTUNITIES

Home audio and cinema will continue to face challenges across the forecast period
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