



# Dishwashers in South Africa

February 2026

Table of Contents

## Dishwashers in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Easing inflation and interest rates help boost sales of dishwashers

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Growing demand for convenience drives sales

Freestanding dishwashers dominate sales

Convenience and hygiene drive demand

#### WHAT'S NEXT?

Strong growth expected for dishwashers over the forecast period

Efficiency and smart features will help drive sales of dishwashers

E-commerce and omnichannel strategies to shape future sales

#### COMPETITIVE LANDSCAPE

BSH and Defy dominate dishwashers

No significant mergers or acquisitions expected to impact market

#### CHANNELS

Offline retail dominates sales, with hypermarkets the leading channel

E-commerce growing with Amazon's entry and brand-specific platforms

No new retail brands or concepts emerge in 2026

#### PRODUCTS

Players introducing DTC models

Samsung launches Bespoke AI-connected dishwasher in South Africa

Chart 3 - Samsung's Bespoke AI-Connected Dishwasher Launched in South Africa

Univa's new A++ 13-place dishwasher emphasises hygiene and savings

Chart 4 - Univa's New A++ 13-Place Dishwasher Emphasises Hygiene and Savings

#### COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in South Africa - Industry Overview](#)

### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - 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 7 - 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 8 - Samsung Launches AI Refrigerator with SmartThings Integration and Food Recognition

Beko Energyspin washing machine sets new efficiency standard

Chart 9 - Beko Launches EnergySpin Washing Machine in South Africa

DNA Dual Air Fryer Oven offers multi-drawer cooking convenience

Chart 10 - DNA Dual Air fryer Oven Offers Multi-Drawer Cooking for Busy Households

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in South Africa 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in South Africa 2025

Chart 14 - Consumer Landscape in South Africa 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashers-in-south-africa/report](http://www.euromonitor.com/dishwashers-in-south-africa/report).