



Euromonitor
International

Home Improvement in South Africa

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home paint continues as most popular product, offering high visual impact at low cost
Kansai Plascon leads home improvement, while Mitco makes notable gains
Home products specialist retailers lead distribution, while second-hand stores gain traction

PROSPECTS AND OPPORTUNITIES

Increased investment in household renovation projects to drive home improvement sales
Advanced water-damage prevention solutions to lead product innovation
Solar-integrated roofing gains momentum as energy independence becomes a household priority

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Home and Garden in South Africa - Industry Overview

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DISCLAIMER

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