

Consumer Electronics in South Africa

August 2023

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EXECUTIVE SUMMARY

Innovation remains key driver of growth

Electricity load-shedding receives mixed reactions in consumer electronics market

Online retail sales continue grow across South Africa

Smart devices grow in popularity across many categories

Health and wellness trend to have positive impact on demand for many consumer electronic products

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Computers and Peripherals in South Africa

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Power challenges spark growth in demand for portable devices

Working from home is becoming the norm for some professions

Economic challenges prolong the replacement cycle for most products

PROSPECTS AND OPPORTUNITIES

Tougher economic conditions expected to hamper future growth

Hybrid and remote working models are expected to boost sales

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PROSPECTS AND OPPORTUNITIES

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Businesses remain key focus for sale of high-value home video products

PROSPECTS AND OPPORTUNITIES

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2023 DEVELOPMENTS

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KEY DATA FINDINGS

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Growing consumer awareness of healthy lifestyles boosts sales of wearable electronics
 Diversification of retail channels provides fertile environment for sales of wearable electronics
 Online retailers remain key to sales of wearable electronics in South Africa

PROSPECTS AND OPPORTUNITIES

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