

Air Treatment Products in South Africa

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Air Treatment Products in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer lifestyles influence demand for air treatment products
Power supply challenges hamper potential for stronger penetration in South Africa
Established brands continue to dominate the category

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Beyond cooling fans, demand will remain restricted to mid- to high-income consumers
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Consumer Appliances in South Africa - Industry Overview

EXECUTIVE SUMMARY

Changing lifestyles in South Africa influence demand for consumer appliances
Load shedding restricts greater penetration of many appliances
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In-store representatives are key to driving brand success

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