

Home Furnishings in South Africa

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Abstracts

In 2022, the demand for mattresses in South Africa rose in current value terms and in value terms at constant 2022 prices, and also exceeded the pre-pandemic levels by both measures, with the category experiencing a surge in popularity. This was largely due to COVID-19, which highlighted the importance of maintaining good health and immunity, with adequate sleep playing a crucial role in supporting the immune system. As a result, consumers became more conscious of the need to prioritise sleep he...

Euromonitor International's Home Furnishings in South Africa report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Indoor Living, Lighting, Outdoor Living.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Furnishings market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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