

# Consumer Electronics Retail in South Africa - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Consumer Electronics Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers,

freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The South African consumer electronics market had total revenues of \$5.2bn in 2020, representing a compound annual growth rate (CAGR) of 4.2% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the South African consumer electronics market in 2020, sales through this channel generated \$1.8bn, equivalent to 34.7% of the market's overall value.

With a relatively young population and increasing internet access, cheaper devices have made smartphones and feature phones hugely popular.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in South Africa

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa consumer electronics retail market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the South Africa consumer electronics retail market by value in 2020?

What will be the size of the South Africa consumer electronics retail market in 2025?

What factors are affecting the strength of competition in the South Africa consumer electronics retail market?

How has the market performed over the last five years?

Who are the top competitors in South Africa's consumer electronics retail market?

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