



**Euromonitor
International**

Appliances and Electronics Specialists in South Africa

May 2026

[Appliances and Electronics Specialists in South Africa - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Affordable Technology and Flexible Payments Drive Growth in Appliances and Electronics Specialists

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Affordable Technology and Flexible Payments Drive Growth in Appliances and Electronics Specialists

Mtn Momo Accelerates Rent-To-Own Smartphone Adoption with Flexible Repayment

Chart 2 - MTN MoMo joins South Africa's rent-to-own smartphone

Hisense Elevates the Consumer Experience with Flagship Technology Store Launch

Chart 3 - Hisense Introduces Its First Premium Brand Store in South Africa

Chart 4 - Value Sales 2020-2030

WHAT'S NEXT?

Chart 5 - Analyst Insight for Appliances and Electronics Specialists

Growth Is Set to Be Driven by Affordability, Regulation, and Digital Adoption

Circular Economy Initiatives and E-Waste Regulation Are Set to Reshape the Market

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Moderate Market Concentration and Fintech-Driven Disruption Reshapes Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Appliances and Electronics Specialists

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Appliances and Electronics Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

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[Retail in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

Discounters and Supermarkets Capture Shoppers through Affordable Pricing

Chart 16 - Skubu redefines affordability in South Africa

Rapid E-Commerce Growth Is Driven by Convenience, Affordability, and Digital Platform Expansion

Chart 17 - The Checkers Website Brings Sixty60 to Millions of Users

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

Chart 20 - Analyst Insight for Retail

WHAT'S NEXT?

Supermarkets Will Expand Reach as Urbanisation Fuels Demand for Convenience

Retail E-Commerce Is Set to Accelerate as Digital Access Widens and Payment Security Improves

Niche Entrants Will Diversify Offerings as Consolidation Limits New Expansion Routes

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shoprite Holdings Consolidates Its Leadership as South Africa's Retail Market Intensifies

Strategic Consolidation and Premiumisation Concepts Reshape Competition

Chart 23 - Woolworths Launches Its New Store Design in Tygervalley

Chart 24 - Pantry Introduces Ultra-Luxury to South African Convenience Stores

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

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