



**Euromonitor
International**

Large Cooking Appliances in South Africa

February 2026

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Consumers looking for energy-efficient and smart appliances

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Cookers leading sales due to versatility and value

Range cookers benefit from premium demand

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Cookers will remain the leading product type, with range cookers driving premium growth

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Defy maintains its dominance thanks to its diverse product portfolio

Stability and innovation characterise competitive landscape

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Offline retail dominates large cooking appliance sales

E-commerce gains traction with competitive pricing

No new retail concepts or collaborations emerge

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COMPETITIVE LANDSCAPE

Home of Living Brands and Defy Appliances lead the market
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E-commerce gains traction with competitive pricing and convenience
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