



Euromonitor
International

Home Laundry Appliances in South Africa

February 2026

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2025 DEVELOPMENTS

Home laundry appliances show resilience to record positive growth in 2025

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INDUSTRY PERFORMANCE

Stabilising economy and tech drive growth

Automatic washing machines lead sales

Energy efficiency drives growth in automatic washer dryers

WHAT'S NEXT?

Consumers will drive demand for energy-efficient and smart appliances

Automatic washing machines remain dominant

E-commerce and omnichannel strategies to shape future sales

COMPETITIVE LANDSCAPE

Defy is a strong leading player thanks to its diverse offering

No significant mergers or acquisitions expected to impact the market

CHANNELS

Offline retail dominates sales through hypermarkets and specialists

E-commerce grows with Amazon's entry and brand-specific platforms

No new retail brands or concepts emerge in 2026

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Fastest growth expected in robotic vacuum cleaners and air fryers
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COMPETITIVE LANDSCAPE

Home of Living Brands and Defy Appliances lead the market
No significant mergers or acquisitions in 2025

CHANNELS

Hypermarkets and non-grocery retailers dominate consumer appliance sales
E-commerce gains traction with competitive pricing and convenience
No new retail brands or concepts expected to emerge in 2026

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