



Euromonitor  
International

# Personal Care Appliances in South Africa

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## Personal Care Appliances in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Increasing interest in personal grooming helps drive sales

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#### INDUSTRY PERFORMANCE

Influencer marketing boosts sales of grooming essentials

Hair care appliances dominate market share

Growth in other personal care appliances

#### WHAT'S NEXT?

Influencers and smart technology will drive future growth

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Hair care appliances to remain dominant over the forecast period

Other personal care appliances to grow fastest over the forecast period

#### COMPETITIVE LANDSCAPE

Xiaomi gains ground with cordless innovations

Emerging players challenge established brands with innovation

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#### CHANNELS

Offline retail dominates sales through hypermarkets and health and beauty specialists

E-commerce gains traction with click-and-collect services and promotional events

Retail e-commerce plays a growing role with increased competition and innovation

#### PRODUCTS

Health and wellness drives innovation in appliances

Philips leads innovation with advanced sonic toothbrushes

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Innovation drives business growth and competition

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Positive growth driven by shifting consumer preferences

Inverter technology helps drive continued growth in refrigeration appliances

Dishwashers growth driven by middle-class expansion

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Smart technology and energy efficiency drive growth

Refrigeration appliances will remain the largest category in value terms

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

## PRODUCTS

Smart and AI-powered features reshape appliance functionality  
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Beko Energyspin washing machine sets new efficiency standard  
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