



Euromonitor
International

Large Cooking Appliances in South Africa

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers looking for energy-efficient and smart appliances

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Brands invest in energy efficiency to drive sales

Cookers leading sales due to versatility and value

Range cookers benefit from premium demand

WHAT'S NEXT?

Consumers will prioritise energy efficiency and smart technology

Chart 3 - Leading Brands in Large Cooking Appliances Continue to Focus on Energy Efficiency

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

Smart technology and multi-functionality will drive market evolution

COMPETITIVE LANDSCAPE

Defy maintains its dominance thanks to its diverse product portfolio

Stability and innovation characterise competitive landscape

CHANNELS

Offline retail dominates large cooking appliance sales

E-commerce gains traction with competitive pricing

No new retail concepts or collaborations emerge

PRODUCTS

Smart technology revolutionises large cooking appliances

Chart 4 - Bosch Home Connect Series 8 Built-in Oven Revolutionises Cooking for South Africans

Gas cooking solutions gain traction amid electricity challenges

Chart 5 - Defy Gemini 5 Burner Gas Hob is Ideal During Power Cuts

Innovation drives growth and consumer preferences

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in South Africa - Industry Overview

EXECUTIVE SUMMARY

Smart technology, energy-efficient products and rising urbanisation to drive sales

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Positive growth driven by shifting consumer preferences

Inverter technology helps drive continued growth in refrigeration appliances

Dishwashers growth driven by middle-class expansion

WHAT'S NEXT?

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
Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

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
Chart 9 - Samsung Launches AI Refrigerator with SmartThings Integration and Food Recognition
Beko Energyspin washing machine sets new efficiency standard
Chart 10 - Beko Launches EnergySpin Washing Machine in South Africa
DNA Dual Air Fryer Oven offers multi-drawer cooking convenience
Chart 11 - DNA Dual Air fryer Oven Offers Multi-Drawer Cooking for Busy Households

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030
Chart 13 - PEST Analysis in South Africa 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in South Africa 2025
Chart 15 - Consumer Landscape in South Africa 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/large-cooking-appliances-in-south-africa/report.