



Euromonitor
International

Air Treatment Products in South Africa

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air treatment products records positive growth amid hybrid work routines
Window air conditioners remains a declining niche in South Africa
Established brands continue to lead category sales

PROSPECTS AND OPPORTUNITIES

Apart from cooling fans, demand will largely be confined to mid- and high-income consumers
Power supply challenges to remain limiting factor to greater penetration in South Africa
Retail offline set to drive distribution over forecast period

CATEGORY DATA

- Table 1 - Sales of Air Treatment Products by Category: Volume 2019-2024
- Table 2 - Sales of Air Treatment Products by Category: Value 2019-2024
- Table 3 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024
- Table 5 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
- Table 6 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
- Table 8 - Distribution of Air Treatment Products by Format: % Volume 2019-2024
- Table 9 - Production of Air Conditioners: Total Volume 2019-2024
- Table 10 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
- Table 11 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029
- Table 12 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
- Table 13 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 15 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 16 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 - Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 - Sales of Small Appliances by Category: Value 2019-2024
- Table 26 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 28 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 29 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 30 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 31 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 32 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 33 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 34 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 35 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 36 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 38 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 39 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 40 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 42 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 43 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 44 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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/air-treatment-products-in-south-africa/report.