

Mobile Phones in South Africa

August 2023

Table of Contents

Mobile Phones in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased demand for larger screen sizes Consumers seek to purchase devices with added functionalities Smartphones benefit from growth in demand for smart home devices

PROSPECTS AND OPPORTUNITIES

Consumer shift towards more environmentally-sustainable products Tough economic conditions will lead to sustained demand for value-for-money products Shift towards online sales

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2018-2023
Table 2 - Sales of Mobile Phones by Category: Value 2018-2023
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
Table 8 - Distribution of Mobile Phones by Category: Volume 2018-2023
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
Table 10 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Consumer Electronics in South Africa - Industry Overview

EXECUTIVE SUMMARY

Innovation remains key driver of growth Electricity load-shedding receives mixed reactions in consumer electronics market Online retail sales continue grow across South Africa Smart devices grow in popularity across many categories Health and wellness trend to have positive impact on demand for many consumer electronic products

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 15 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 19 - LBN Brand Shares of Consumer Electronics by Channel: % Volume 2018-2023
Table 20 - Distribution of Consumer Electronics by Category: Volume 2018-2023
Table 21 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

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