



## **Massmart launches new small appliances private brand**

As part of the expansion of its private brand offering, Massmart has acquired appliance brand, Eiger, as part of its Private Brand portfolio. The acquisition of Eiger is the outcome of thorough analysis of the local appliance market. “Through our ongoing research, we identified a clear gap in South Africa for a brand of well-priced, beautifully designed small appliances that not only have all the features customers expect in a premium product, but also add to the aesthetic appeal of their kitchen countertops” says Trevelyan Hall, Group Private Brand Merchandise Executive at Massmart. “This led us to Eiger, a relatively new brand in the market which has earned excellent reviews from customers since it launched.”

The group notes that even with rising pressure on household budgets, research shows that small appliances are still viewed as a necessity by the South African consumer. “As cooking oil prices rise, for example, the air fryer remains a popular item with customers and is now seen as a staple item in the kitchen,” says Hall. To add additional value, Eiger promotes a healthy modern lifestyle by offering free recipe books and meal planning templates to customers.

The range of Eiger products available through Massmart’s brands currently includes small appliances such as toasters, kettles, irons, hand vacuums, blenders, and air fryers of multiple sizes including a very large 12L model. This product assortment is expected to grow considerably in the coming months. Massmart have been working closely with Eiger product specialists to develop new products that will be first to market in their categories. “What customers see in-store currently is only the beginning for Eiger. We will continue to grow the brand through adding more sophisticated and innovative products, at affordable prices,” concludes Hall.

Eiger appliances are now available in-store and online at Makro, Game and Builders Stores. For more information, visit the Eiger website at [www.eigerliving.com](http://www.eigerliving.com).

**ENDS**

Massmart powered by Walmart, comprises two business units operating 408 stores, across 13 sub-Saharan countries. Through our widely-recognised retail and wholesale formats (including Builders Warehouse Cambridge Food, Game, Jumbo Cash & Carry, Makro and Shield), we have leading shares in the General Merchandise, Liquor, Home Improvement and Wholesale food markets.